JUNE 19, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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H HOUR AT NBC

All commercial programs canceled for 24 hours of radio's greatest reporting

TASK FORCES OF NEWS

Here's how some of NBC's newsmen moved about the face of Europe to strategic positions prior to D Day and took their posts for the biggest news story in history. For 24 hours, without interruption, NBC broadcast news flashes, bulletins, comment and expert opinion, canceling all sponsored programs, to devote its complete services to the American public's interest.

AS D DAY DAWNED

The desk man monitors shortwave radio. Adolph Schneider, manager of operations of NBC news and special events department, makes notes. William F. Brooks, chief of department (with cigarette holder), looks on. In center (dark suit) is Niles Trammell, NBC president.

H. V. KALTENBORN

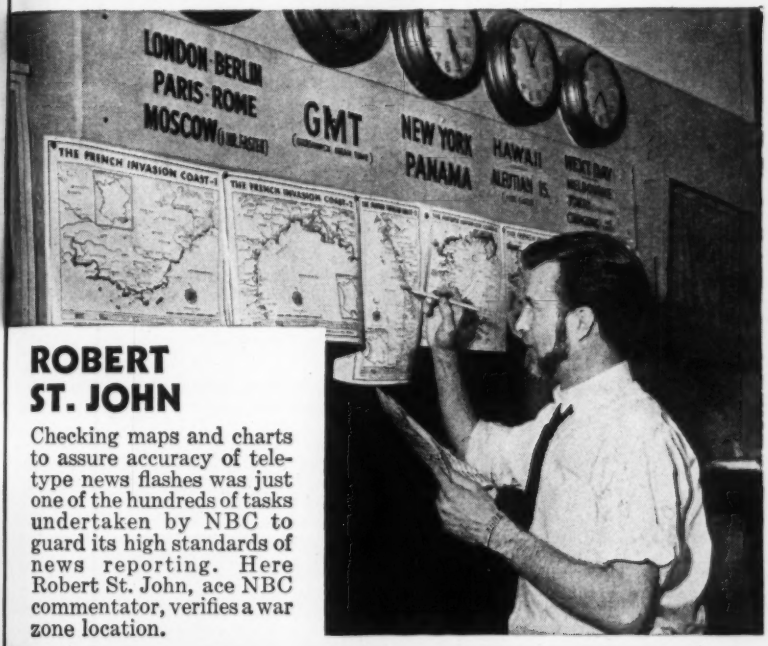
Expert NBC newscaster, preparing one of his penetrating analyses of bulletins which he broadcast intermittently throughout the day.

EYE-WITNESS ACCOUNT

Within a few hours of the first flash NBC was on the air with eye-witness stories. Here, foreign news monitor Croswell Bowen plays a recording of such a report in the early morning.

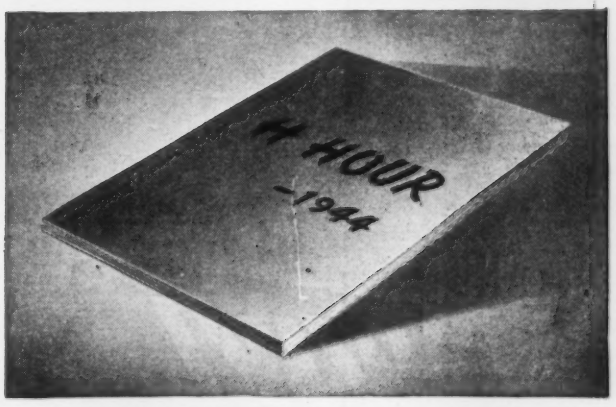
FEEDING THE MIKE

William F. Brooks (standing), manager of NBC news and special events department, and copy desk editor Robert Brown hustling a portion of the hundreds of thousands of words toward the NBC mike. Fruits of long and careful planning were evidenced by the smooth performance of all departments.



ROBERT ST. JOHN

Checking maps and charts to assure accuracy of teletype news flashes was just one of the hundreds of tasks undertaken by NBC to guard its high standards of news reporting. Here Robert St. John, ace NBC commentator, verifies a war zone location.



FILLS A BOOK!

Even the tightly condensed version of the rapid developments in NBC coverage of the invasion story, already in book form, required 36 full pages! Titled "H HOUR, 1944," it is an amazing thumbnail record of NBC's successful accomplishment of one of the most stupendous jobs ever faced.

STILL AT IT!

Six hours of continuous NBC broadcasting at this point, and the strain is beginning to show in their faces. But on it went. By this time hundreds of congratulating telegrams from affiliated NBC stations throughout the country were arriving in New York.

AMERICA'S NO. 1 NETWORK FOR NEWS

Once more NBC justified the public's confidence in its leadership as *"The Network Most People Listen to Most."*

WWL Advt.
July 1941

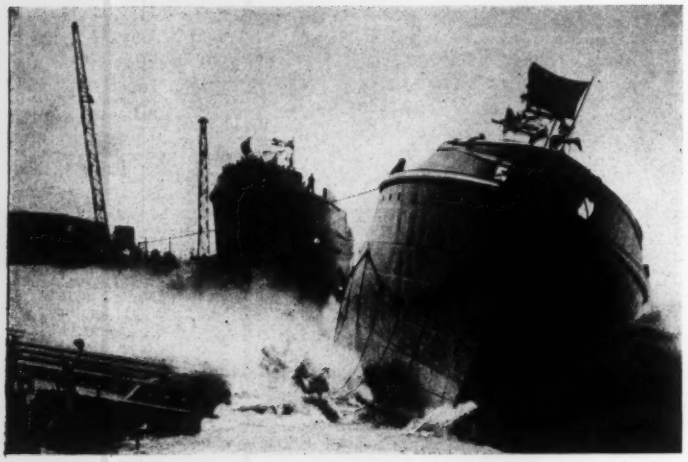
Today—

When You Think of

NEW ORLEANS

. . . You Think of

PENDLETON SHIPYARDS



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In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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of W. Va.'s Total Buying Power

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48%

of W. Va.'s Total Radio Homes

That's the story of the 20 West Virginia counties that comprise the daytime primary coverage area of

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Represented by THE BRANHAM CO.

BEAT AFTER BEAT

from the FRENCH FRONT

In the field together again, making news history again is America's ace team of war correspondents, Richard D. McMillan and Henry T. Gorrell, of the United Press.

Together before they covered the desperate British defense of Greece and the evacuation it led to.

Together they reported British operations in North Africa.

Together now in France this unique pair of fighting-front reporters is turning in a running story of performance that is more outstanding even than their previous brilliant best.

This is their record, from D-Day on—

FIRST dispatch from France filed by any correspondent, written as the assault troops still were battling for the first shallow beachhead.

FIRST eyewitness dispatch from Bayeux, the first French town liberated by the Allies.

FIRST with the news that the Allies had taken Carentan, strongpoint anchoring the German left wing in Normandy.

FIRST dispatch filed direct from France to New York since 1942, sent by a transmitter on the beachhead, with an antenna strung from a truck to a tree.

FIRST with news of the fall of Montebourg to the Allied forces fighting upward along the coast toward Cherbourg.

FIRST with news of the capture of Pont L'Abbe, bitterly defended by the Germans to protect their railroad communications on the peninsula.

FIRST with the news that the Germans had rallied and fought their way back into the streets of Montebourg and Carentan.

UNITED PRESS

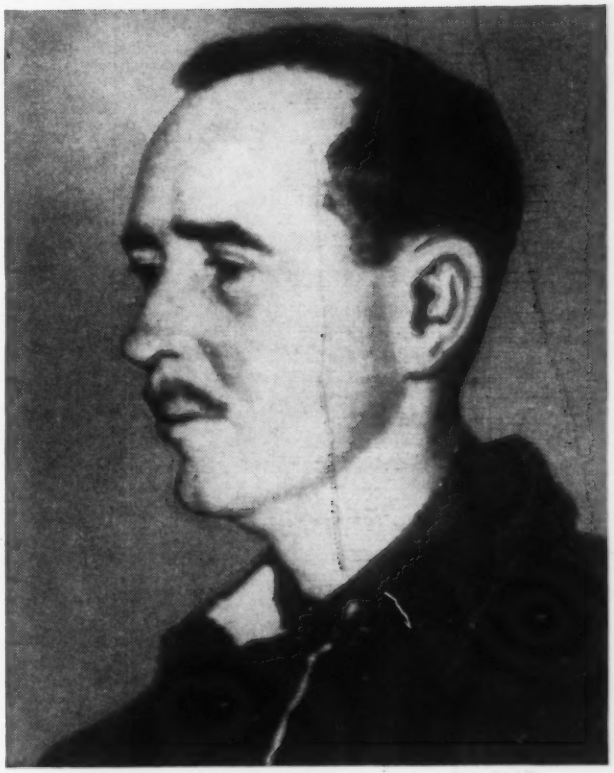
The World's Best Coverage of the World's Biggest News

U.P.

by America's Ace Team of War Correspondents

RICHARD D. McMILLAN, with the British in France

First war correspondent accredited by the British; with the first B. E. F. in France; with Empire forces in Greece; the 8th Army from El Alamein into Italy; in Albania during the Italian invasion.



HENRY T. GORRELL, with the Americans in France

Awarded the U. S. Air Medal for gallantry on bombing raid over Greece; covered Mediterranean naval war, British desert fighting; British campaign in Greece; Allied attack on Italy.

Marines leap to the attack. News cameramen advance with them, recording the action. And, in short hours, those precious pictures taken under fire are telling their thrilling story to American newspaper readers.

Short-wave radio makes possible the transmission of news pictures direct to any part of the world. The blacks, grays and whites of a photograph are broadcast as an audible signal, varying in strength according to the shading of the picture. Thousands of land- and sea-miles away, the electronic facsimile recording tube "hears" the picture and reproduces it, line by line, on sensitized paper.

More and more news pictures of this war are recorded by Sylvania recorder tubes manufactured to one standard — the highest anywhere known. This Sylvania electron tube bears the same marked superiority you have long expected of Sylvania radio tubes. The Sylvania recorder tube is vital to quicker transmission than was formerly possible over news-cluttered commercial radio circuits, and it records clearer pictures that are more faithful to the original.

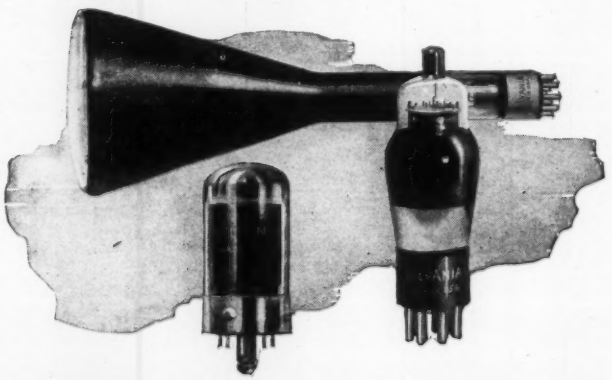
A reputation for radio tube manufacture, attained by serving you, brought Sylvania important wartime assignments in electronics. The recorder tube is one of many electron tubes other than radio that Sylvania now produces. This wide wartime experience will bring you ever finer radio tubes and cathode ray tubes to help you develop your postwar opportunities in the radio and television field.

Quality that serves the war shall serve the peace

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO DIVISION EMPORIUM, PENNSYLVANIA



RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS

A NEW LEADER ON THE HORIZON

Television's engineers are doing a superb job in steadily bettering their miraculous invention. But television's biggest problem today is not one of engineering. It's one of intelligent programming. It is at this point — or rather just ahead of this point — that RKO, the showmanship company in motion pictures, enters the television arena.

No telecasting company, no single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation. The same facilities make it possible for RKO Television Corporation to offer not only filmed television programs but live-talent package productions as well.

RKO Television Corporation will welcome inquiries from advertisers, advertising agencies and all those commercially interested in television, as to how we may be of specific service at this time.

RKO TELEVISION CORPORATION

EXECUTIVE OFFICES · RKO BUILDING, 1270 SIXTH AVENUE, NEW YORK 20, N.Y.

"THEY'RE A SCREAM— WONDER WHO THEY ARE?"

Sure, it's fine and dandy to know that your radio show is laying the listening audience "in the aisles"—but *what about your Hooper Sponsor-Identification Rating?*

We've got some mighty interesting charts which show how Sponsor Identification *zooms* when Sonovox is added to commercials. In one well-known network program it jumped from 54 to the present figure of 66. In another it jumped from 36 to 53. In another, from 37 to 48. In another, from 47 to 64!

Sonovox gives recognizable "character" to commercials. It identifies your product as no human voice possibly can. It does the same thing for your radio advertisements that a really distinctive trademark does for your magazine or newspaper stuff. *And for a fractional increase in cost.*

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

Some Typical SONOVOX PIONEERS*

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Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.

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Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Quaker Oats Company
Ruthrauff & Ryan, Inc.

Radio Corporation of America
Ruthrauff & Ryan, Inc.

Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra

Shell Oil Company, Inc.
J. Walter Thompson Co.

Stanco, Inc. (Mistol)
McCann-Erickson, Inc.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

Warner Brothers Pictures, Inc.

Willards Chocolates, Ltd.
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*Space no longer permits a complete list of Sonovox users.

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BROADCASTING
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NWLB Order Leaves Disc Case in Fog

AFM Defies Rule; Recorders Study Next Move

By JACK LEVY

ONE OF THE MOST complex cases to come before the National War Labor Board—the recording and transcription controversy—was "settled" last week by an equally complex decision which brought unfavorable reactions from both parties and appeared to leave the dispute still some distance from solution.

On the one hand the Board ruled that the ban imposed by the musicians since August 1942 against the RCA and CBS recording and NBC transcription subsidiaries be "promptly" withdrawn; on the other hand it, in effect, ratified the existing "employment fund" contracts under which part of the industry now operates but ordered the network companies to make escrow payments to "a fund", with arbitration as the final step in determining a method of distribution.

Petrillo Defiant

In conformity with a resolution passed by the recent AFM convention in Chicago, James C. Petrillo, president, promptly announced that his union would not return to work for the network subsidiaries except under the "Four Employer" contracts now in force with Decca-World and the independent transcription companies.

Attorneys for the networks, after a four-hour conference, decided to withhold comment on the decision in the hope the Board's formal opinion on the case, expected this week, will clarify some of the questions arising out of the order.

Apprised of Mr. Petrillo's declaration of defiance of the order, the Board withheld comment pending further developments. It indicated it would await word from the network subsidiaries before deciding its course of action.

Under established procedure, the Board would summon Mr. Petrillo to a show-cause hearing to explain his refusal to comply. There is also the possibility of a petition for review by either side before show-cause action is instituted.

Should Mr. Petrillo persist in his refusal to comply, the only course then left open to the Board would be to refer the case to President Roosevelt, a possibility evidently foreseen by the AFM president when he testified before a Senate subcommitte in January 1943 that he would not order his musicians to resume recording unless such a request were made by the President.

The Board's order received a generally cool reception in broadcasting circles, with some quarters expressing the conviction that a clear-cut decision, one way or another, was called for. Some satisfaction was derived from that part of the order which directed that negotiations be carried on to determine to whom and for what purposes escrow payments should be made, many radio people being of the opinion that those who make the records should receive the payments.

The general feeling was that the Board evaded the issue in directing that the method of distribution of payments be determined by arbitration and that in choosing this course it took the easiest way out.

Mr. Petrillo told BROADCASTING last Friday that he has sent telegrams directing AFM musicians not to return to work because the Board "lacked jurisdiction" for the following reasons: (1) the musicians are not in a war industry and consequently are not under the Board's jurisdiction; (2) the Smith-Connally Act does not apply in this case because the musicians were on strike against the companies 12 months before the Act was made law; (3) the union has signed 86 contracts with transcription and recording companies which it will lose if its members return to work, without contracts, for Columbia and RCA.

"The next step," Mr. Petrillo said, "is up to the WLB. It has no power to force us to go back to work for these companies.

"We've always maintained," he continued, "we're not in a war industry and the dispute has been going on since before the enactment of the Smith-Connally Act. The AFL, at its convention in 1942, especially endorsed our fight against canned music and held that it did not violate the no-strike pledge.

"We're not going back because last week [June 5-10] the convention of the AFM, attended by 780 delegates, unanimously adopted a resolution ruling that no musician was to go back to work except under the contract made by Decca Records and other transcription concerns."

Joseph A. Padway, AFM counsel, said he would follow Mr. Petrillo's instructions in the case and carry out whatever proceedings may be required.

Seven-Point Program

Public and industry members of the Board voted for a 7-point program to settle the case, with labor members dissenting.

The program follows:

1. The so-called "Four-Employer" contracts do not require Board approval.
2. The union is ordered to lift its ban on the making of records or transcriptions.
3. The parties are given 15 days in which to bargain for the amount of payments to a fund to be held in escrow pending final setlement. If no agreement is reached on the amount, the parties are to report back to the Board as to their respective proposals.
4. The Board then will fix the amount of escrow payments and order payment to begin.
5. The parties to have 30 days to bargain on the method of distribution (by whom, to whom, for what purpose and for how long).
6. If they fail to agree, the parties then will have 10 days to bargain on the composition of an arbitration board and the specific points on which the arbitration board may rule. If there is no agreement the parties will report back to the Board on their respective positions.
7. The Board then will appoint a board of arbitration and outline the specific points to be settled by the arbitrators.

In a statement accompanying its order, the Board explained that payments to the "employment fund under the existing contracts do not involve a wage increase and hence do not require approval under the wage stabilization program.

As to the companies which have not signed contracts with AFM, the Board ordered negotiation "on

(*Continued on Page 60*)

TEXT OF DISC ORDER

Text of the directive order follows:

By virtue of and pursuant to the powers vested in it by executive order 9017 of Jan. 12, 1942, the executive orders, directives and regulations issued under the Act of Oct. 2, 1942, and the War Labor Board Disputes Act of June 25, 1943, the National War Labor Board hereby decides the disputes between the parties and orders that the following terms and conditions of employment shall govern the relations between the parties:

1. The agreements entered into between the Federation and various transcription and recording companies settling their disputes do not require the approval of the War Labor Board, since the payments to be made thereunder by the companies to the union for the benefit of the employment fund are not wage adjustments within the meaning of the wage stabilization program.

2. The ban upon playing or contracting for "recordings, transcriptions or any other form of mechanicall reproductions of music" by members of the Federation, resulting from the action of the Federation on June 25, 1942, shall promptly be withdrawn.

3. The Federation and the three remaining companies which are parties to this dispute shall endeavor to reach an agreement regarding the amounts and the schedule of escrow payments to be made by the companies.

4. If no such agreement is reached within 15 days from the date of this directive order, and if the time for negotiation is not extended by mutual consent, the parties shall report to the Board their respective positions. The board will then determine the amounts and the schedule of escrow payments and order that the payments be begun.

5. After the amounts and schedule of escrow payments have been fixed by agreement or by the order of the Board, the parties shall endeavor within 30 days (or within such further period as they may mutually specify) to reach an agreement regarding the method of distribution of the payments—by whom, to whom, for what purposes, and for how long the payments should be made.

6. If no such agreement is reached within the time limited, the parties shall have a further period of 10 days (which may be extended by mutual consent) within which to endeavor to agree upon the composition of an arbitration board and the frame of reference within which such a board shall render a decision that shall be final and binding upon the parties.

7. If Step (6) is exhausted without agreement, the parties shall report to the War Labor Board their respective positions, and the War Labor Board will then appoint an arbitration board and determine the frame of reference within which the board so appointed shall render a decision which shall be final and binding upon the parties.

The foregoing terms and conditions shall be incorporated in a signed agreement reciting the intention of the parties to have their relations governed thereby, as ordered by the National War Labor Board.

Representing the Public: William H. Davis, chairman; George W. Taylor, vice-chairman; Lloyd K. Garrison; Frank V. Morley.

Representing Industry: J. Holmes Davis, Vincent P. Ahearn, Frederick S. Fales, Walter T. Margetts.

Dissenting—Representing Labor: John Brophy, Van A. Bittner, George Meany, Matthew Woll.

55 Stations to Cover GOP Convention

Networks to Carry Two Programs Daily

By BILL BAILEY

RADIO'S greatest domestic spot news coverage job will be undertaken next Monday (June 26) when more than 300 men and women cover the Republican National Convention in Chicago for seven networks and 55 individual stations. For the first time in broadcasting history radio will augment on a mass basis its regular news wire services and network programs with on-the-spot handling from both the Republican and Democratic National Conventions [BROADCASTING, March 6].

Final plans for the Republican convention were approved last Monday at a meeting in Washington of GOP National Committee officials and the Radio Correspondents Assn. Executive Committee with Harrison E. Spangler, Republican National Chairman. The four major networks agreed to pool facilities and broadcast official proceedings at the same time, following lines similar to those used in covering the invasion of Europe.

Seating Limited

Although the invasion gave radio its biggest news story to date, handling of which drew wide commendation [BROADCASTING, June 12], never in its history has the broadcasting profession taken upon itself such a broad spot coverage job as that mapped out for the two major political conventions. In virtually every instance, stations sending news representatives are planning for special coverage with local flavor, not contained in the general news from the conventions.

As BROADCASTING went to press, more than 290 persons had been accredited as correspondents, special events personnel, commentators and technicians, according to Wells (Ted) Church, GOP National Committee radio director. He estimated that another 25 or more would be accredited before Chairman Spangler raps the gavel to officially open the 1944 convention next Monday.

Networks covering the convention include: Blue, CBS, Mutual, NBC, West Virginia, Yankee and British Broadcasting Corp. Radio news services accredited to the radio gallery will be: Ask Washington, Press Assn. (AP radio wire), Transradio - Press, Washington News Bureau, Yankee News Bureau.

Because of space limitations, only 120 seats have been assigned to the radio news gallery, which will be under the supervision of D. Harold McGrath, superintendent of the Senate Radio Gallery, assisted by William Vaughan, acting superintendent of the House Radio Gallery. Radio personnel not assigned to seats will be given credentials entitling them to news privileges and range of Chicago Stadium, scene of the convention.

Opening day's proceedings will go on the air over the four major networks at 12:30 p.m. (EWT) June 26. A second broadcast is scheduled for 10 p.m. On subsequent days the first combined program from the convention is scheduled tentatively for 1 p.m. and the second at 10 p.m., EWT. All the networks and most of the stations plan pre-convention broadcasts.

RADIO NEWS HISTORY was made in Washington last week around the desk of Harrison E. Spangler, Republican National Committee chairman, when members of the Radio Correspondents Assn. Executive Committee and the GOP national group formally approved final plans for radio's coverage of the Republican National Convention, opening June 26 in Chicago. Conferees are (seated, l to r): Richard Harkness, NBC, vice-chairman of the Executive Committee; Mr. Spangler; Madeline Ensign, program director of WOL Washington, alternate for Fred W. Morrison, MBS, ex-officio of the Committee. Standing (l to r): D. Harold McGrath, superintendent of the Senate Radio Gallery, who will be in charge of the Convention radio gallery; James P. Selvage, publicity director, GOP National Committee; William Costello, CBS, radio group's treasurer; William Vaughan, acting superintendent of the House Radio Gallery who will be Mr. McGrath's Convention assistant; Robert Pritchard, assistant to Mr. Selvage; Earl Godwin, president, Radio Correspondents Assn. and Executive Committee chairman; Rex Goad, Transradio, Committee secretary; Wells (Ted) Church, GOP radio director.

Mutual has set up an hour's broadcast, beginning at 9 p.m. Sunday, June 24, and featuring addresses by Gov. Dwight H. Green of Illinois, Chairman Spangler and Rep. Joseph W. Martin Jr. (R-Mass.), House Minority Leader and permanent convention chairman. Fulton Lewis jr. will m.c. that broadcast, which also will present special music.

Daily Telecasts

For the first time in communications history, radio and television will be coordinated to provide sound and sight reports of the convention when NBC will expand its television coverage. WNBT, NBC television station, on opening night will carry an hour's program featuring a historic film of Chicago and scenes from the home towns of the leading Republican candidates. NBC has granted permission to WRGB, General Electric station at Schenectady, N. Y., and WPTZ Philadelphia, Philco Radio & Television Corp., to telecast the pictorial film scenes. Each station will pick up the video signals direct from WNBT, using relay links to form a three-city network.

NBC also has arranged to film Gov. Earl Warren of California in an advance delivery of his keynote message and to time presentation on WNBT with the actual address. Network officials estimate that with proper flying conditions, NBC will have on the air films of the opening of the convention 10 or 12 hours before the delegates are called to order. Telecasting will continue daily throughout the convention.

Wartime conditions and manpower shortages have cut deeply into radio's news coverage plans, resulting in several presidents and other top executives taking on news assignments. Staffs of the four major networks will be headed by their respective chief executives, while many individual station managers will roll up their sleeves and go to work, providing special coverage for their own outlets.

Heading the NBC news delegation will be Niles Trammell, president; Frank E. Mullen, executive vice-president and general manager; Frank M. Russell, Washington vice-president, and Harry C. Kopf, central division vice-president. In direct charge of news coverage, however, will be William Brooks, director of news and special events.

CBS correspondents and staff will function under the watchful eyes of Paul Kesten, executive vice-president; Earl Gammons, Washington director, and H. Leslie Atlass, Chicago vice-president. Paul White, director of public affairs and news broadcasts, will supervise the large staff of news and special events personnel, assisted by William J. Slocum Jr., director of special events.

Station Executives

For the Blue Network, Edward J. Noble, chairman of the board, will be present along with Mark Woods, president; Edgar Kobak, executive vice-president; E. R. Borroff, central division vice-president, and Kenneth Berkeley, Washington director and general manager of WMAL. G. W. Johnstone, director of news and special features, will have active charge of news and special events personnel.

W. E. Macfarlane, chairman of the executive committee, and Miller McClintock, president, will head

(*Continued on page 63*)

CORRESPONDENTS AT CONVENTION

FOLLOWING is the list of personnel accredited by the Republican National Committee and the Radio Correspondents Assn. to the Republican National Convention, as reporters, commentators, technicians and special events handlers. [Those in brackets have been assigned seats in the Radio News Gallery]. Others will have radio credentials entitling them to news privileges and the range of the stadium.

NETWORKS

BLUE—[Earl Godwin, William Hillman, Ray Henle, Martin Agronsky, Drew Pearson, H. R. Baukhage, Pauline Frederick, Leon Henderson, Bryson Rash, Henry J. Taylor, Harry Wismer]. Edward J. Noble, Mark Woods, Edgar Kobak, Kenneth Berkeley, G. W. Johnstone, Raymond Gram Swing, Helen Buchalter, John J. Madigan, George O. Milne, Thomas J. Dolan, W. Trevarthen, P. Simpson, I. Garbo, F. Walworth, C. M. Hutson, E. R. Borroff, Merritt R. Schoenfeld, James L. Stirton, Gene Rouse, E. C. Horstmann, Eli Henry.

CBS—[Bill Henry, Francis Douglas, W. R. Wills, Katherine Darst, Quincy Howe, Dr. Wallace Sterling, Cedric Adams, James Cruisenberry, Alvin Steinkopf, Gene Read, Earl Horrigan, Robert Hurleigh, Ruth Ashton, Hildegarde Gauss, Shep Chartoc, Al Bryant, Rocco Padulo]. Paul Kesten, Earl Gammons, Paul W. White, William J. Slocum Jr., Robert Trout, John Charles Daly, Harry Flannery, Henry Grossman, David Davis, Benjamin Russ, George Crandall, Arthur Perles, Richard Fernald, Walter Seigel, Corinne Martin, Robert S. Wood, Earl James, John M. Whitman, Ethel Kirsner, Helen Sioussat, John Harrington, Arthur Casey, A. E. Joscelyn, Jack Burnett, James Beloungy, H. Leslie Atlass, J. L. Van Volkenburg, Walter Preston.

MUTUAL—[Fulton Lewis jr., Leo Cherne, Upton Close, Wick Evans, Fred Morrison, Theodore Granick, Julia Maddox, Cecil Brown, Alexander Griffin, Mrs. Raymond Clapper]. W. E. MacFarlane, E. M. Antrim, Miller McClintock, Theodore C. Streibert, William B. Dolph, Benedict Gimbel, Madeline Ensign, Tom Slater, A. Opfinger, Lester Gottlieb, John Whitmore, Frank Schreiber, M. H. Newton, Robert Irving, Ray Dady, Bruce Hayward, Bill Amundson, George W. Lang, Clyde White, Jay Ferree, Robert Siebold, Karl Michael, James Buckley, John Brickhouse, John

(*Continued on page 63*)

Modernizing the Communications Law

Basic Defects Require Legislation; Accord by All Parties Needed

By M. H. AYLESWORTH*

WHEN THE original Radio Act was written in 1927, the biggest name in network radio was Merlin Hall Aylesworth, president of NBC—the first of the nationwide networks. The radio provisions of the existing radio law are practically the same as those in the original act. Efforts to rewrite that antiquated act at this session have proved futile. The writer suggests in broad outline the kind of law he believes should be and can be written, mindful of impending post-war radio developments. An attorney, he has served in executive capacities in all three communications media—radio, newsreels and motion pictures and newspapers—probably the only man with that broad experience.

SENATOR Burton K. Wheeler, Chairman of the Senate Interstate Commerce Committee and the co-author of the White-Wheeler Bill has stated, after meetings with members of the Radio Broadcasting Industry, that the Bill is now "dead." I have respect for the intelligence and integrity of Senator Wheeler and Senator White. I also believe that Chairman Fly and the members of the FCC, with the same integrity, have fully in mind the changing conditions in communications both domestic and international.

Not a Utility

Broadcasting has made great progress in its short life in servicing the public and will continue to make revolutionary progress in the new phases of radio broadcasting which will include television, frequency modulation, and facsimile. In contrast to the common carriers in the communications and transportation fields, broadcasting is not a public utility in the sense that its rates should be regulated, business practices supervised, and rules laid down for the conduct of its service.

As long as the people receive an excellent broadcasting service, whether in entertainment, public events, religion and the educational-political field—the public is not interested in what the sponsor pays to a local station or to a network for time and talent. This fact has been recognized by our statesmen.

It is not surprising to me to have this attempt to legislate declared "dead" temporarily. It is perhaps one of the most complicated problems of regulation to have come before the Congress.

In the broadcasting field there are naturally honest differences of opinion. Local radio stations not connected with networks have individual problems, and so have the many stations affiliated with networks. Then again, NBC, CBS, the Blue and MBS, who prepare and distribute the service, have distinct problems of service, both international and domestic.

Serving the Public

The members of the Congress who have given time and thought to remedial legislation for communications, and particularly the more publicized service of broadcasting to the people generally, have received so many different suggestions from so many different interests and individuals that the views of all cannot be incorporated in any constructive legislation.

The history of the broadcasting industry has been excellent and the men and women in the industry have endeavored first to serve the public with well directed radio broadcasts covering the entire field of programs. American radio broadcasting, which is generally acknowledged to be the finest in the world, is in many respects similar to newspaper publication and magazines. It is impossible for the advertiser in the newspaper and the magazine to control the editorial policies and the news of the newspapers or the magazine field.

Just as the radio audience will refuse to listen to the message of the sponsor of a poor program, so will the advertiser in the newspaper and the magazine refuse to advertise when advertising control becomes apparent in any medium. The radio stations and the networks have complete control of the program service, whether sustaining or sponsored. When news reports from the great press associations are sponsored, there can be no control by the sponsor over the news as prepared and submitted by the Associated Press, United Press, or the International News Service.

There has been objection to the commentator in radio as a sponsored program. When the sponsor retains a commentator on news, he endeavors to sell his goods because of public interest in his program, and if public protest against the commentator is apparent, the sales reflect it. It is most difficult for Congress to regulate what a commentator shall say, and it gains nothing to pass legislation which prohibits sponsored commentators.

The broadcasting companies and stations control the sponsor and the commentator, just as the newspaper editor has control of what appears in the paper. It should be a comparatively simple matter for the broadcasters to provide intelligent and fair rules for commentators which give the right of freedom of expression and at the same time correct the personal attack method. It must be remembered that the rules work both ways; that is, to the commentator and also his critics.

There must be honesty in advertising in radio, newspapers, and magazines. The Federal Trade Commission has the authority and has demonstrated its courage in dealing with this all-important subject. There does not seem to me to be any reason for additional legislation covering advertising on the radio. If there are dangers of monopoly—and human beings with the best intentions are apt to err even though in complete honesty and endeavor to serve the public—then the public must be protected. No one disagrees with this principle but there is much disagreement as to how the "stop light" should be controlled.

Religion and education as well as public events have been carefully encouraged and protected by the broadcasters. The provisions of the law guarantee equal rights for candidates for office. Certainly the facilities of the broadcasting industry have been made available in generous quantity to public officials and to those who have the right to speak for the opposition. This is true of municipal, state and federal issues.

Proposals to Change Act

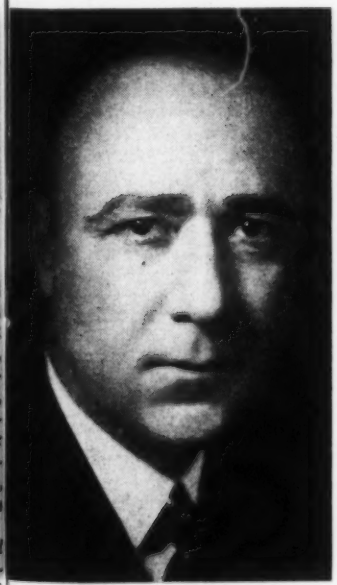
Before the Senate Committee held hearings, I felt that the views of a mere bystander, who has had no active association with the industry for more than seven years, might appear presumptuous. Since then every one who wanted to do so has had a chance to appear before the Committee.

It may be that some useful purpose can now be served by constructive criticism of the 1934 Act and the several proposals to amend it.

It is apparent that in the ten years since the Act of 1934 became law, great changes have taken place and are still taking place in the communications industry. Western Union and Postal Telegraph, once competitors in the domestic telegraph business, have been merged. A merger of the companies operating in the foreign

(*Continued on page 56*)

* Chairman of the Colorado Public Utilities Commission in 1914; executive vice-president of Utah Power & Light Co. in 1918; managing director of National Electric Light Assn., 1920; president of NBC 1926-1936; President and Chairman of Radio-Keith-Orpheum 1932 to 1937; member of the Managing Board of Scripps-Howard Newspapers 1937; publisher of New York World-Telegram 1939; Advisory Counsel, RCA Bldg., Rockefeller Center, New York.



MR. AYLESWORTH

PROGRAM FOR RADIO LEGISLATION

1. Complete separation of licensing and regulatory activities.
2. Congress to decide what portion of the spectrum each service shall have.
3. Congress to specify an allocation structure for all broadcasting stations.
4. Licenses to be granted by a single Administrator where there is no conflict of interest; conflicts to be adjudicated by a special radio Court.
5. Common carrier regulation to be handled by a new agency.
6. Regulation of business practices in broadcasting to be handled by the Federal Trade Commission.
7. Program controls to be imposed directly by Congress and enforced through local court action.

Back to Normal Operations; Invasion Coverage Widened

Extra Broadcasts, Special Rounds Given By Nets; Cue Channels Remain Monitored

BY LAST week the networks had returned to normal operation, with only a few additional news programs and an occasional pooled broadcast left as relics of the complete D-Day turnover of their facilities to invasion coverage.

All-night operation of the networks had stopped, although cue channels are still being monitored around the clock and everything is ready to return to 24-hour service should events call for it. Programs are still being interrupted for late news bulletins, but such interruptions are now the exception rather than the rule.

Invasion Roundups

CBS since June 9 has broadcast an extra news period at 5:30 p.m. daily, devoted largely to reading the communiques which are issued at that time followed by an analysis by Maj. George Fielding Eliot. CBS also has inaugurated a Sunday half-hour *Roundup of Invasion News* broadcast at 7 p.m. The Blue has replaced Alma Kitchell's program at noon with a daily half-hour news period which will continue until July 3 when a new commercial series will take that spot.

Pooled broadcasts from overseas, aired simultaneously by all four networks, have been practically eliminated, except for broadcasts from the lone radio correspondent stationed at Supreme Headquarters Allied Expeditionary Forces and from the correspondent-engineer teams with the Allied fleet. First broadcasts of returned correspondents from battle fronts are also pooled, but these are naturally getting scarcer as time goes on.

NBC, in cooperation with Rockefeller Center, where its New York headquarters is located, is making several of its sustaining news programs available to Center visitors via loudspeakers installed in the lower plaza. Quarter-hour news periods are fed to these speakers at 8:45 a.m. except Sunday and at 1:45 p.m. and 6 p.m., Monday through Friday.

Spotty Reception

To Bill Downs, CBS correspondent, went the distinction of making the first broadcast from "somewhere in Normandie" to be heard instantaneously in the United States. In his broadcast, which was pooled to all networks, 6:30:30 to 6:35:50 p. m., EWT, June 14, Downs said that a 30-minute trip in a jeep would take him to where Allied troops were fighting, but that military security would not permit a more definite statement of his location. The broadcast was made via Army Signal Corps facilities, with again no more exact description permitted for the same reason.

Reception of this initial France-to-America broadcast was described as "spotty," but Downs' second broadcast some six and a half hours later [1 a.m. EWT June 15] came through with considerably improved reception. This and subsequent broadcasts were pooled for all networks, indicating that Downs was the only correspondent in the vicinity of the transmitter, as pooling has been generally discontinued wherever each network has a chance to get material from its own man.

WNYC Still Alerted

WNYC, New York's municipally owned station, has not returned to normal pre-invasion operations, according to Morris Novik, manager of the station. "With no commercials to worry about, we don't have to go back to normal," he said, "but can continue to do an all-out war job for our listeners."

Highspots of the station's current invasion broadcasts are two daily BBC programs, Mr. Novik said, a quarter-hour of interviews and news at 10:30 a.m. and the *Radio Newsreel*, featuring eyewitness accounts of action from BBC correspondents as well as the British organization's top commentators at 7:30 p.m.

INTERVIEW DANGER STRESSED BY PRICE

CAUTIONING broadcasters and editors that "Berlin is not yet occupied" and "there is still a fighting job to be done," Director of Censorship Bryon Price on June 13 issued a memorandum asking radio and the press to review the Office of Censorship's special request of Jan. 19 [BROADCASTING, Jan. 24] concerning the handling of invasion news before granting interviews with servicemen who will return shortly from the invasion front.

Mr. Price urged that broadcasters comply with the voluntary code and asked that "such interviews be cleared prior to release with either the Office of Censorship or an appropriate Army or Navy public relations officer."

Text of Mr. Price's June 13 memorandum to editors and broadcasters follows:

Berlin is not yet occupied, there is still a fighting job to be done. Information about our plans aids the enemy. Please review the Special Request of Jan. 19 concerning the invasion, and bear in mind the danger in revealing the time and place of future operations, troop and ship movements, information about Allied or enemy secret weapons, equipment and counter-defense measures, negotiations concerning military operations.

Personnel shortly will be returning from the Invasion Front, including the United Kingdom, with stories of what they have seen and experienced. The voluntary codes for press and broadcasters request that such interviews be cleared prior to release with either the Office of Censorship or an appropriate Army or Navy public relations officer. Clearance will be more important than ever if we are to guard against inadvertently furnishing the enemy with bits and pieces of valuable information.

Radio Listening for Week of Invasion Well Above Normal, Surveys Indicate

RADIO listening for invasion week was well over normal, according to a special survey made in New York, Philadelphia, Chicago and Los Angeles for CBS by C. E. Hooper Inc. Averaging figures on listening made in May 1944 and June 1943 to obtain a "normal" figure, this survey showed that on Tuesday (D-Day) sets-in-use were 78% above normal, with the balance of the week (Wednesday through Saturday) averaging 19% above normal.

Day-by-day breakdown for morning, afternoon and evening listening, was tabulated as follows: each figure being the percentage *above* normal listening for the period:

Day	Morning (8-12)	Afternoon (12-6)	Evening (6-10)	Full Day (8 a.m. to 10 p.m.)
Tuesday	118%	106%	36%	78%
Wednesday	31	40	12	26
Thursday	11	7	13	10
Friday	18	15	22	18
Saturday	16	28	19	22

President Roosevelt's Fall of Rome talk on the evening of June 5, invasion eve, earned a Hooper rating of 45.2 and a CAB rating of 37.8. The former was based on calls made in the 32 cities in which all four networks have outlets, the latter in the 81-city sample recently adopted by the CAB. In the New York area, a Pulse of New York survey, conducted through personal interviews and not limited as the others are to telephone homes, gave the President a rating of 53.7.

Hooper in a comparative tabulation of sets-in-use 6-10 p.m. Dec. 7, Pearl Harbor Day, and June 6, 1944, D-Day, shows the average rating to be substantially higher Dec. 7. Pearl Harbor sets-in-use figure is 47.1 as compared to 38.4 for D-Day. Due to seasonal factors influencing audience size, the report points out, listening at this time of year is normally 75% as high as early December. Normal expectancy would have indicated sets-in-use slightly above 35.0 rather than at a higher average level of 38.4, it is stated.

Comparative tabulation follows:

	Pearl Harbor	*D-Day*
6-7 P. M.	42.5	31.9
7-8 P. M.	48.4	36.2
8-9 P. M.	49.0	36.2
9-10 P. M.	48.0	43.4
10-10:30 P. M.	47.8	53.0
Average 6-10:30 P. M.	47.1	38.4

B-29 Raid Widens Pool to Far East

WOR Airs Recording Made In Advance by Driscoll

NETWORK pooling plan, now extended to the China-Burma-India Theatre, had its first opportunity to prove itself in action with the Army's Superfortress bombing raid on the Japanese mainland last Thursday. Roy Porter, NBC correspondent, accompanied the mission as representative of all networks.

In a broadcast direct from XGOY Chungking at 8:01 a.m. Friday, he broadcast a report carried by CBS. At 3:45 a.m. he went on the air again with an eyewitness account broadcast on NBC CBS and some Blue stations.

Blue, CBS and NBC flashed the announcement from Washington within a few seconds: Blue at 1:39:26 p.m.; CBS at 1:39:37 p.m.; NBC at 1:39:40 p.m. Mutual affiliates broke in locally, as the network was broadcasting a sustaining orchestra and had no way to clear the chain.

All four networks carried a communique read from Adm. Nimitz headquarters and broadcast direct from Honolulu at 4 p.m. Following that, CBS broadcast a pick-up from Washington by James Stewart CBS commentator recently returned from Chungking.

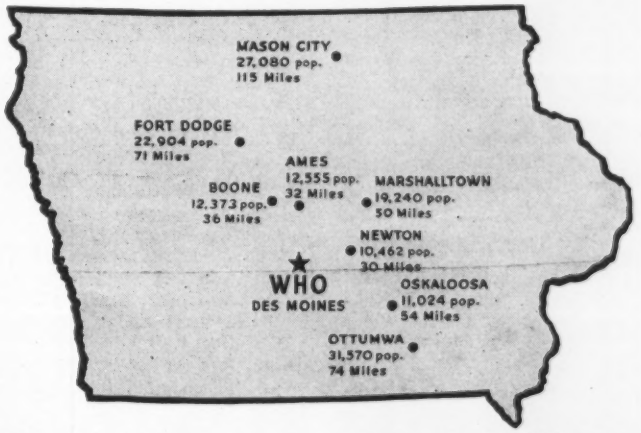
Less than an hour-and-a-half after the War Dept. announcement of the bombing, WOR New York put a recording on the air that had been made about a month ago by Dave Driscoll, representing WOR and Mutual, as he toured the Boeing Aircraft plant. Mr. Driscoll was allowed to go inside the new B-29 and record his observations and interviews with crew members, on condition that the disc would be put away and not be used until "the proper time". Mutual carried it at 8:15 p.m.

On the *Yanks in the Orient* program on Blue at 11:15 Sunday night, another "held in readiness" transcription was broadcast. This was a recording made at an air base in western China telling the story of how Chinese laborers have built and are still building airdromes for the new 20th Air Force.

BACK IN THE U. S. after six weeks at the battle fronts, E. R. Vadeboncoeur, WSYR Syracuse news analyst and commentator (left), is interviewed by A. B. Merrill, president of the First Trust & Deposit Co., Syracuse, on the subject of his trip to the South Pacific. Mr. Vadeboncoeur interviewed Gen. Douglas MacArthur.

REPORT NO. 1

ON STATION WHO'S HOOPERATINGS



At left: The eight Outside Zone cities covered by the Hooper Radio Report (Winter, 1944) described below. Airline distances from Des Moines, plus 1940 populations, are shown.

IF anyone should ask you what station has the largest audience in Des Moines, you'd of course say "WHO".... But what about comparative station-preferences in the "Outside Zone"—in cities 30 to 115 airline miles from Des Moines, many of which have their own local stations?

We wondered about that, too. So we asked Hooper to make surveys in Des Moines and the eight cities shown above. The startling result: Discovery that *WHO's Hooperatings in these eight Outside Zone cities are spectacularly higher than even in Des Moines itself!*

The figures are more convincing than words. Here are two samples:

12 Noon to 1 PM—*Monday thru Friday—Station Time—including 15 minutes Farm Markets on WHO. Surveyed among urban listeners only in nine cities.*

	Rating Share of Aud. WHO	Rating Share of Aud. STATION B	Rating Share of Aud. STATION C	Rating Share of Aud. OTHERS
City Zone	8.4 38.6	6.5 30.0	5.1 23.6	1.8 7.8
Outside Zone	WHO 22.5 59.8	ALL CBS 7.2 19.0	BLUE & MUTUAL 4.0 10.6	ALL OTHERS 3.9 10.4

6 PM to 7 PM—*Sunday thru Saturday—Station Time—for sale if and when available.*

	Rating Share of Aud. WHO	Rating Share of Aud. STATION B	Rating Share of Aud. STATION C	Rating Share of Aud. OTHERS
City Zone	14.6 43.9	10.9 32.8	7.2 21.7	0.6 1.6
Outside Zone	WHO 27.0 69.2	ALL CBS 7.1 18.1	BLUE & MUTUAL 3.8 9.7	ALL OTHERS 1.1 3.0

Note: Samples of "Station Time" are given above because Station Time only is available to spot buyers. Get complete Report for Network Time periods.

WHO is NBC. Ratings for other NBC stations in Outside Zone are: Noon Hour—rating 0.1, share of audience 0.2; for 6 PM to 7 PM—no listeners found.

Whether you are using a local program or network in the Des Moines area, *you should see a complete copy* of this eye-opening Hooper report. It shows why you need WHO to get adequate coverage, *regardless* of what other stations or networks you use.

Ask Free & Peters, or any member of our staff, to bring a copy to your office. Ten minutes' study will open up some new facts that you will find indispensable in your future time-buying.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Radio All Out for Fifth Loan Campaign

New York Information Service Set Up By Treasury

AS THE FIFTH War Loan Drive for $16,000,000,000 swings into its second week, special radio promotion in behalf of the campaign continues to increase, according to many reports daily being received by the Treasury and BROADCASTING from stations all over the nation. To aid broadcasters, agencies and sponsors in the preparation of special Fifth Loan promotion activities—including new tie-ins with the invasion effort, Robert J. Smith, chief of the radio section of the Treasury War Finance Division, has announced establishment of a Radio Information Service at the New York office of WFD, 730 Fifth Ave.

The service is under the direction of Julian Street Jr., WFD consultant, and Mort Milman, with WFD for the four previous War Loans. Mr. Street is handling agency relations while Mr. Milman is supervising production and obtaining national figures for one-minute Fifth Loan announcements of a special "Minute Men" feature available to stations and networks.

Net Promotion

More than 850 stations have requested the Treasury's *Four for the Fifth* series of half-hour dramatic programs featuring name Hollywood talent and written by Arch Oboler and William N. Robson. Original music for the series has been composed by Gordon Jenkins. The first program, *Surrender*, written by Mr. Oboler, features Franchot Tone and Hans Conreid. The second, *High Command*, stars Paul Lucas and Erich von Stroheim. It was written by Mr. Robson. Title for the third program, by Mr. Oboler, has been changed to *The Laughter*. Fred MacMurray continues to star. Mr. Robson is author of the last program, *E-Day*, featuring Frederic March.

Four for the Fifth promotion kit has been distributed to stations by the Treasury. It includes newspaper mats of stars appearing on the series in addition to feature stories and other publicity items and ideas.

Kick-off program for the Fifth War Loan on June 12 was carried by all four networks and originated through the facilities of KCMC, Texarkana local. Written and produced by Orson Wells, the program featured an appeal by President Roosevelt and a talk by Secretary of the Treasury Morgenthau.

On June 13 NBC devoted 21 consecutive hours to the Fifth Loan, during which the network presented special features and pickups from all parts of the country in addition to NBC name talent, famous fighting men, Government officials, religious leaders and others. An hour-and-a-half all-star program from Hollywood climaxed the NBC Bond Day. Arturo Toscanini is taking time off from his vacation to conduct the NBC Symphony Orchestra in two Fifth Loan concerts on the vacation to conduct the NBC Symphony Orchestra in two Fifth Loan concerts on the *General Motors Symphony of the Air* over the network June 25 and July 2. Featured guest speakers for the programs have not yet been chosen.

Historical Series

Salute to the nation's volunteer Bond salesmen was the theme of *Beyond the Call*, CBS Fifth Loan feature presented Friday night in cooperation with the American Hotel Assn. The network also carried a broadcast June 14 with Secretary Morgenthau and Actor Frederic March participating in a show called *Who the Money Comes From and How Its Spent*. Mrs. Dwight D. Eisenhower, wife of the Commander of Allied Forces, purchased the first War Bond from Bob Hawk, when the quizzer took members of his program, *Thanks to the Yanks*, to Washington, D. C. on June 14. A special show was put on from the Air Forces exhibit, "Shot From the Sky", now being shown on the Washington Monument Grounds in the Nation's Capital.

Bond Day for Mutual, June 17, included special 'round-the-clock' features with MBS personalities making hourly appeals and participating in various programs throughout the day and evening, in addition to broadcasts from military and war production centers about the country. First of a new series of Dave Elman's *Victory Auction* took the air June 17. Another MBS feature was an hour musical history of racial and religious tolerance, *Down to Posterity*, which served as the Fifth War Loan theme for the MBS *Chicago Theatre of the Air Symphony Hour*.

Feature of the Blue Network Bond Day, June 24, will be a half-hour *Bonds Away* program presented in collaboration with the Treasury and Hearst newspapers. Blue war correspondents from abroad are to be cut in for special reports as well as national features from Hollywood and New York. Blue's musical director, Paul Whiteman, has been requested by Treasury to replace Capt. Glenn Miller as conductor of the special War Bond Caravan which includes Hollywood and radio name talent.

A series of 15 half-hour programs starring Sidney Blackner and titled *The Awakening of Sleepy Sam* is being presented by the Blue, outlining the 20 years preceding Pearl Harbor. A similar five-minute series of eight programs highlights famous incidents in American history. Staged from the statues of well-known historic figures, Blue in addition is featuring a series of four quarter-hour programs in which past personalities "come to life" to express their views on present day events.

Representatives of labor and management from local industries are heard on WPAT Paterson, N. J. in a series of daily programs designed to show how unity and ingenuity have caused War Bond sales to soar in their respective companies. WBNX New York, foreign language station, saluted the Fifth War Loan Drive June 12 with programs dedicated to the cause in 12 different languages. Station recruited young woman from the various foreign language groups to take telephone orders.

Personnel of WLW - WSAI WLWO Cincinnati, Crosley stations, are competing in an intramural War Bond campaign with personnel of the other divisions of the Crosley Corp. Winning division will choose a queen for the Crosley outing in mid-July.

WWDC Washington is presenting a *Good Neighbor* program Monday through Friday in connection with the Fifth Loan, featuring appeals in native tongues by representatives of various foreign countries.

WCKY Cincinnati sponsored a special two-hour Bond rally from Music Hall, Cincinnati, on June 6 in cooperation with the Hamilton County War Finance Committee and featuring radio and movie personalities. Half-hour *Let Freedom Ring* program was broadcast.

WTHT Hartford, Conn., started "over-the-counter" Bond sales on D-Day, time picked by the Connecticut War Finance committee to start the Fifth Loan in that area. Important daytime special features were recorded by the station for evening rebroadcast. Total of $30,200 in Bonds was sold June 6 by WTHT.

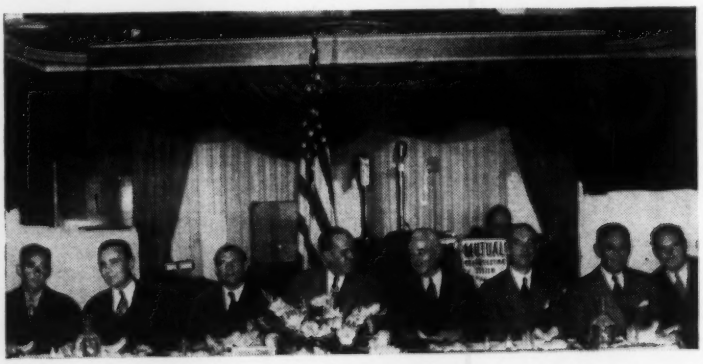
An *All Service Review* opened the Fifth Loan June 13-14 in the WTAG Worcester, Mass. area and was sponsored by the station. A war bond broadcast featured famous names now in the service.

Presented by the Treasury, in cooperation with *The Chicago Tribune* and participating manufacturers, the War Products Exhibit and War Bond rally held on the exhibition grounds adjacent to Chicago Tribune Tower on June 10 included a quarter hour broadcast over WGN Chicago. Music for the program was provided by the Navy Pier Band.

Kate Smith, on her last broadcast of the season in the Friday 8-8:55 p.m. period on CBS June 9, received a check for $1,000,000 for the purchase of War Bonds from Clarence Francis, president of General Foods Corp., her sponsor.

The Quiz Kids raised $5,744,000 in War Bonds when they broadcast on the Blue from New Orleans on June 11. Bonds were also to serve as admission to last Sunday's broadcast from Ellis auditorium in Memphis. Sponsor is Miles Labs.

Ralph Edwards sold $5,700,130,- in War Bonds for admission to the June 10 broadcast of his *Truth or Consequences* on NBC originating from St. Louis, having rounded up $2,504,000 from the previous week's stand in Philadelphia. His program is scheduled for Fifth Loan performances in Cleveland-June 17, Boston-June 24, Raleigh-July 1.



M-G-M AND MBS executives dine as they listen in on the closed circuit broadcast of the network show, *Screen Test*, which started on MBS June 12. Diners are (l to r): Marvin Schenck, head of M-G-M talent department; Edward Wood Jr., MBS sales manager; Howard Dietz, M-G-M vice-president and director of promotion; Miller McClintock, MBS president; W. F. Rodgers, M-G-M vice-president and general manager of sales and distribution; E. J. Churchill, president of Donahue & Coe; J. R. Vogel, Loew's Theatre executive; and S. I. Seadler, M-G-M advertising manager. Program is designed to find and test talent.

Youth in Radio

YOUTH PREVAILS at WPAY Portsmouth, O., where some members of the staff recently received their high school diplomas. Announcers Charles Kaut, Robert Tucker and James Ladd and office workers Wanetta Flaig, Lillian Warden and Patricia Brushart were all "A" students and have been enrolled in the National Honor Society in Portsmouth.

MacFarlane was at Dieppe . . .

Ian Ross MacFarlane was on board a British landing barge at the commando raid on Dieppe. He lived through the German bombing, the machine gunning, and the heavy stuff from the shore batteries. Invasion to this newscaster has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came . . . MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

This world-travelled Scotchman, who for 20 years has been where news was in the making, broadcasts exclusively now for radio station W-I-T-H.

Programming like this has made W-I-T-H the station that's listened to in Baltimore. Helps it produce greatest results at lowest cost.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

CIO-AFL Urge Both Parties To Put Congress On the Air

Unions Submit Identical Resolutions Calling For Broadcasts of Important Debates

NATIONWIDE broadcasts of Congressional proceedings and requests that the two major political parties include such a plank in their respective platforms are urged in what appears to be a nationwide campaign by organized labor, it was disclosed last week on Capitol Hill.

Labor unions throughout the country, both AFL and CIO, are passing identical resolutions which "propose and urge upon Congress enactment of the necessary measures to establish a nationwide broadcast of its proceedings". The resolutions also are being sent to both Democratic and Republican National Committees, although officials of both expressed doubts last week whether the broadcast of Congressional proceedings would be given more than a passing interest when the two Committees meet to nominate Presidential candidates.

'Could Lease Time'

Reported to have had its inception in Seattle, the campaign to bring about legislation requiring the broadcast of "important debates" in Congress has spread from coast to coast. To date 25 labor unions have adopted the resolution, a check of the Senate Rules Committee revealed.

Declaring that "Congress could lease time from one or more networks, several important and powerful stations, or broadcast by shortwave all important debates except matters as might jeopardize national security during war", the resolutions have been referred in both Houses to the respective Rules Committees. Sen. Harry F. Byrd (D-Va.) heads the Upper Chamber Rules Committee while Rep. Adolph J. Sabath (D-Ill.) is chairman of the House Rules group.

Attaches of the Senate Committee said that the resolutions would be "considered" at the next Committee meeting, although at the moment no session is scheduled. Whether the resolutions will be given more than "consideration" was a moot question.

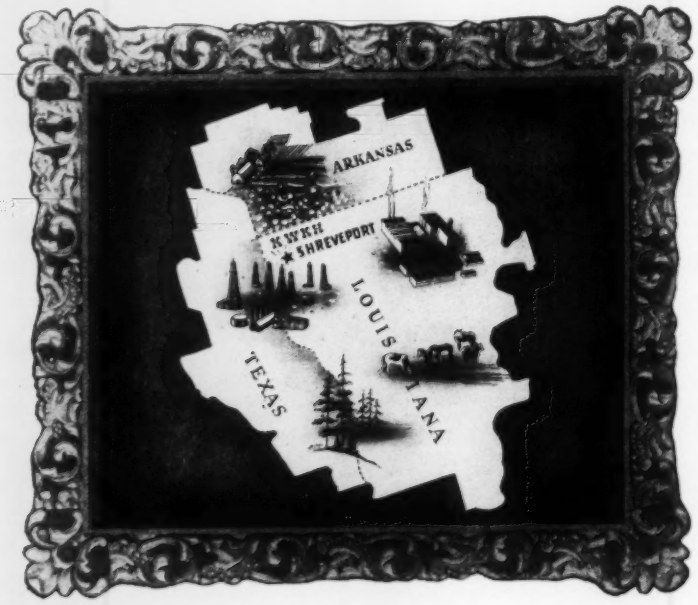
From time to time since April some Senators have presented the resolutions as petitions, although most of them were directed to Vice-President Wallace and Speaker Rayburn (D-Tex.), and have been referred to the respective Rules Committees. Only one such resolution is on file at the House Rules Committee, according to Humphrey S. Shaw, clerk. Several of the resolutions, adopted by West Coast unions, bore the notation: "Sponsored by the Building Service Employes International Union, Local No. 6, Seattle, Wash."

Following are the organizations which thus far have passed the resolutions, now on file with the Senate Rules Committee:

AFL—Phoenix (Ariz.) Central Labor Council; Building Service Employes International Union, Local No. 6, Seattle; San Mateo County (Cal.) Central Labor Council; Atlantic County (N. J.) Central Labor Union; Central Labor Council, Kalispell, Mont.; San Diego County (Cal.) Federated Trades & Labor Council; Central Labor Union, Redding, Cal.; Yellowstone County Trades & Labor Assembly, Billings, Mont.; Pasadena-San Gabriel Valley (Cal.) Central Labor Council; Central Labor Council of San Joaquin County, Stockton, Cal.; Imperial Valley Central Labor Council, El Centro, Cal.; Central Labor Council of Humboldt County, Eureka, Cal.; Central Labor Council, Santa Monica, Cal.; International Brotherhood of Boilermakers, Iron & Ship Builders & Helpers of America, Local 104, Seattle; International Brotherhood of Blacksmiths, Drop Forgers & Helpers, Seattle Local 106; Local 255, BSEIU (no other identification given).

CIO—International Woodworkers of America, Northern Washington District, Seattle; United Cannery Packing & Food Preservers Local 7-2 Seattle; Tacoma & Pierce County Industrial Union Council, Tacoma, Wash.; Montana State Industrial Union council; National Maritime Union of America, Port of San Pedro, Cal.; National Maritime Union, Port of Charleston, S. C.; International Longshoremen's & Warehousemen's Union, Local 1-9, Seattle; National Maritime Union, Port of Cairo, Ill.

Unidentified as to affiliation or location was Laborers' Local No. 273.



PORTRAIT OF A

Diversified MARKET

Spendable wealth down in KWKH-land is not limited to income from any one industry. For in this East Texas-North Louisiana-South Arkansas market many industries contribute to its prosperity. Within its boundaries is produced one-fifth of the nation's oil. The same area has the second largest known supply of natural gas. Lumber, minerals, livestock, cotton and other agricultural products occupy a major place in this diversified industrial picture. KWKH, this market's No. 1 salesman, will gladly supply you with further details!

KWKH

50,000 WATTS

A Shreveport Times Station CBS Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

KSJB Transfer to 600 kc Given Final Approval

WITHIN a few hours of hearing oral arguments last Tuesday, the FCC announced adoption of its findings granting KSJB Jamestown, N. D., a change in operating assignment from 1440 kc with 250 w unlimited time to 600 kc with conditional power of 100 w night and 250 day. The action had been contested by WMT Cedar Rapids, which operates on 600 kc, claiming that the grant would result in interference to WMT and actually would cause a curtailment in KSJB's service.

The Commission announced that it had adopted the proposed findings as final. The proposed findings, handed down March 21 [BROADCASTING, March 27] held that the assignment of KSJB on 600 would provide increased service and enable the station to secure a CBS affiliation contract—the first time within recollection that network affiliation had been cited as a reason for a station grant. John W. Boler, of Minneapolis, who has stoutly defended the FCC's regulatory policies, heads KSJB.

Dermetics Plans

DERMETICS Inc., New York, is making plans for radio advertising in connection with its beauty preparation, Dermetics. No details are available. Agency is Wesley Assoc., New York.

admission by invitation...

When a radio program enters the privacy of the home, it is because people want to hear that program; otherwise, a flick of the wrist would send it packing.

The stations of Westinghouse have it in writing that the programs they send into millions of homes are welcome.. sacks and stacks of mail acclaiming NBC's Parade of Stars, as well as the local programs which Westinghouse builds with equal care.

Advertisers in ever-increasing numbers bring their sales-problems.. and their "copy".. to the various stations of Westinghouse, for Westinghouse Response Ability is a tangible and not a catch-phrase. Primary areas alone comprise 18,000,000 people.

Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

E. K. Cohan Urges U. S. Push Forward In Post-War International Programs

EDITOR BROADCASTING:

It has recently come to my attention that there is some talk in Washington about the possibilities of using, in the postwar period, point-to-point transmitters for the transmission of American international programs to foreign countries in both Europe and Latin America.

As one who, in the last 14 years has nursed certain international transmitters and helped them grow from 250 w to over 250,000 w, I feel qualified to write on the subject. I might also add that I recently resigned from a company deriving most of its income from domestic broadcasting to associate myself with a company devoted exclusively to the broadcasting of international programs. That should indicate my faith in the future of international broadcasting.

There is a job to do in the postwar period that will take all the power of American international broadcasting to do. The rehabilitation of most of the peoples of the world; the ability of people all over the earth to become friends through being able to learn something about their neighbors who have moved much closer since the advent of the fast and spacious transport plane. All these and many more can be accomplished by American radio operated in an intelligent manner and unhampered by the restrictions of political censorship.

To do this, it is essential that broadcasting be broad enough to deliver programs at the proper times, with sufficient power in the right directions and in the proper language to permit direct listener reception. Such a plan will permit competition with the powerful local stations at the best listening hours and will, as past experience has proven, build a loyal and enthusiastic audience.

Point-to-point transmitting stations for such a service is nothing more than narrowcasting which must rely on the rebroadcasting of the American program by a local station, which must first agree to give up a share of its local time. Since such foreign stations are almost universally government owned, except in the United States, their operation is financed by taxes and their program policies are motivated by internal politics. Any monetary considerations which may be involved would be of minor importance.

It is a foregone conclusion that the bigger nations of the world will engage in high powered international broadcasting around the calendar in the postwar world. Can we American originators of broadcasting afford to do less?

EDWIN K. COHAN,
Technical Advisor, World Wide Broadcasting Corp.

Willard Spots

WILLARD TABLET Co., Chicago (stomach tablets), began sponsorship June 12 of a series of five-minute recorded hillbilly musical programs, Mondays through Fridays on KMTR Hollywood, KLS Oakland and KPAS Pasadena. Willard also began a quarter-hour program, Mondays, Wednesdays and Fridays, on KFWB Hollywood. All contracts are for 52 weeks. Agency is First United Broadcasters, Chicago.

Philco's Future

WITH the foundation laid for postwar development, television should duplicate and even surpass the remarkable record of radio's progress, John Ballantyne, Philco president, predicted last week in a letter to stockholders accompanying quarterly dividend payments. "When television standards have been established by the FCC and the material situation eases to the point where new equipment can be produced, television promises to grow rapidly in public esteem and popularity," declares Mr. Ballantyne. "Philco plans to be fully ready to participate in and contribute to these developments."

TODAY WE'RE SELLING ALL YOU HAVE
TOMORROW WE'LL SELL EVEN MORE

WCSC is in the heart of the Charleston, S. C., metropolitan area... one of the most rapidly growing American cities.

And this same Charleston area has been ranked A-1*... with *superior* prospects for retaining its growth in the post-war era.

This is where WCSC is selling ... convincing its audience of listeners in the Charleston area.

This audience is growing.

Tomorrow we'll sell even more!

*Survey by Dr. Hauser, Bureau of Census

WCSC

Charleston, S. C.
COLUMBIA NETWORK

Represented Nationally by Free & Peters

North American Philips Issues Illustrated Booklet

DESIGNED TO serve as a general introduction to the company and to tell something of their wartime work as well as what they hope to do in peacetime, the North American Philips Co., American subsidiary of H. V. Philips Gloeilampenfabrieken (Philips Incandescent Lamp Works Co.) Eindhoven, Holland, has issued an illustrated booklet in brochure form. In 1942 the American company was incorporated to carry on the work of Philips engineers who came to this country from Holland after that nation was invaded.

The company now has three plants in the U. S. engaged in making radio tubes, receiving sets, transmitters and television receivers. In 1927 the Holland concern developed the pentode tube, which vastly improved radio reception, and gave Europe its first all electric receiving set. The American subsidiary, North American Philips Co. has done pioneering work in the development of cathode ray tubes with electrostatic deflection for photographic recording and visual observation of oscillograms and for television purposes. Power tubes for high and UHF oscillators and amplifiers are also produced by the American company.

WLB Brooklyn, has received the special citation for distinctive programs from the New York newspaper guild at their annual Page One Ball.

Standard Radio

ANNOUNCES

THE APPOINTMENT OF

Mr. GUS HAGENAH

as

MIDWESTERN SALES REPRESENTATIVE

WITH OUR CHICAGO OFFICE

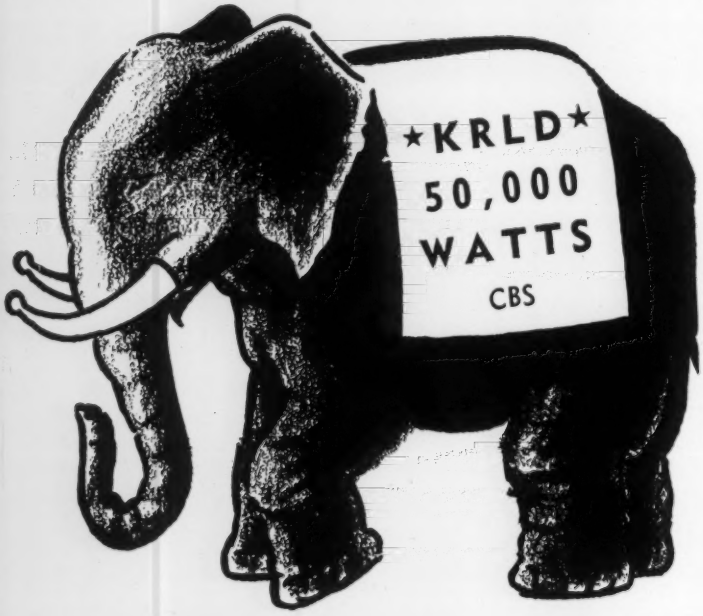
WITH a background rich in musical and radio associations, Gus Hagenah brings to his new duties a sound knowledge of the radio field and a wide acquaintanceship in the industry. Since 1937 he has been affiliated with SESAC, most recently as head of the Program Service Department in New York. . . . He will be in frequent, helpful contact with stations served from our Chicago office.

360 North Michigan Ave.
CHICAGO

Wilson Building
DALLAS

6404 Hollywood Boulevard
HOLLYWOOD

BIG?



YOU SAID IT!

KRLD ★ 50,000 WATTS

Serves the Twin Markets of

DALLAS ★ FORT WORTH

KRLD

DALLAS, TEXAS

The Times Herald Station

50 KW ★ 1080 KC.

Represented by THE BRANHAM COMPANY

General Baking Expansion

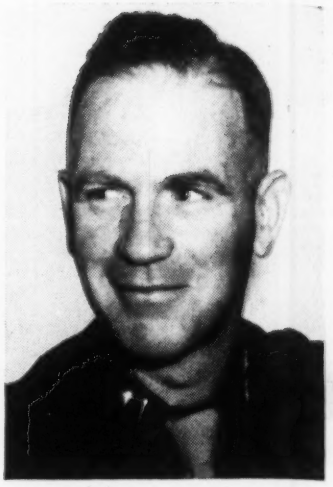
GENERAL Baking Co., New York, during the past few months has expanded spot radio campaign for Bond bread from two or three outlets to a total of 35 stations in Massachusetts, Connecticut, Rhode Island, New Jersey and New York. Schedule consists of live and transcribed spot and chain break announcements, five and fifteen minute news programs and musical participations on: WOKO WBZA WEEI WHDH WNAC WBZ WBNY WBTA WGR WKBW WDRC WNBC WTIC WICC WABC WEVD WHOM WOR WOV WFCI WJAR WPRO WHEC WSPR WAGE WELI WHYN WBRY WATR WFBL WSYR WIBX WORC WTAG WMAS. Agency is BBDO, N. Y.

Groves Expands

IN A RAPIDLY expanding radio campaign for Defender Multiple Vitamins, Grove Labs., St. Louis, is using live and transcribed spot and chainbreak announcements, five and fifteen minute news and music programs on about 35 stations throughout the country. For the same product Grove July 2 stars Leland Stowe, commentator on the full Blue Network, Sunday 1:55-2 p.m. Magazine and newspaper advertising will also be used for the product, first introduced on the market last April. Agency is Donahue & Coe, New York, which has also purchased for Grove's "4 Way" Cold Tablets a five-times weekly five-minute program on MBS starting Oct. 2.

Benny Coast Discs

TRANSCRIBED West Coast repeat broadcast of the *Jack Benny Show* new fall series on NBC starting Oct. 8 under sponsorship of American Cigar & Cigarette Co. (Pall Mall cigarettes), will be released on Pacific stations, Sunday, 9:30-10 p.m. (PWT). Eight network outlets have completed individual deals with Ruthrauff & Ryan, as NBC policy prohibits playing of transcriptions on the network. Stations already signed include KFI KFSD KPO KGW KOMO KMJ KHQ KMED. West Coast repeat of *Jack Benny Show* for 1944 season, under sponsorship of General Foods, was released on Don Lee Pacific stations. Prior series had been carried by Blue West Coast outlets.



CAPT. GORDON GRAY has been advanced to Assistant Executive Officer of the Infantry School at Fort Benning, Ga. Prior to entering the service in 1942 he was president of WSJS Winston-Salem and was a State Senator in North Carolina. He is the publisher of the *Winston-Salem Journal* and *Twin City Sentinel*. Capt. Gray is the licensee of WMIT, 50 kw FM station on Mt. Mitchell, North Carolina.

Bulova Surveys Jewelers Using Radio Advertising

TO LEARN the number of retail jewelers using radio and to determine future radio advertising plans, the Bulova Watch Co., New York, recently sent out questionnaires to 7,000 jewelers throughout the country. Of the nearly 3,000 replies received up to last week, it was revealed that 800 jewelers are using radio advertising in some form. Survey revealed that 255 Bulova dealers are using Bulova's free radio copy service, which includes spot announcements. Bulova director of radio promotion is Peter Kurtzer.

Consolidated on WLS

CONSOLIDATED PRODUCTS Co., Danville, Ill., (pig emulsion) begins sponsorship June 19, of a ten-minute musical show, three times weekly, on WLS Chicago. Contract is for 26 weeks. Agency is Burt S. Gittins Adv., Milwaukee.

OWI PACKET, WEEK July 10

Check the list below to find the war message announcements you will broadcast during the week beginning July 10. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET. WORK PLAN	STATION ANNOUNCEMENTS Group KW Aft.	Ind.	Group OI Aft.	Ind.	NAT. SPOT PLAN Live	Trans.
Women War Workers	X	--	--	--	--	--	--
Rubber Conservation	--	X	X	X	X	--	--
Fat Salvage	X	--	--	--	--	--	--
Home Front Pledge	X	--	X	--	X	--	--
WAC	--	X	X	X	X	--	--
V-Mail	--	--	--	--	--	X	X

See OWI Schedule of War Messages 146 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

The following interview, published by the Great Lakes Steel Corporation, in major newspapers throughout the country originated at WWJ

THIS IS DETROIT, THIS IS AMERICA

On last Tuesday, at the request of the Detroit News Station WWJ, Mrs. Myrtle Johnson, an employee of Great Lakes Steel Corp., stepped before a microphone for the first time in her life, to tell Detroit about her job.

Mrs. Johnson is fifty years old. She works seven days a week doing the housework in her home at Wyandotte, Mich. She works seven days a week at the Great Lakes plant in Ecorse, Mich.

She is a woman steelworker.

Besides working, Myrtle Johnson worries about the welfare of her family which—to her—is thinking about her country.

Mrs. Myrtle Johnson, of Wyandotte, tells below what she is doing for her country and her family.

When she speaks—THIS IS DETROIT—THIS IS AMERICA.

★ ★ ★

MISS FRAN HARRIS (WWJ Interviewer): Stan—Mr. and Mrs. Listener—here's Mrs. Myrtle Johnson—Mrs. Johnson, here's Mr. and Mrs. Listener—

MRS. MYRTLE JOHNSON: Hello, Mr. and Mrs. Listener—

ANNOUNCER: Hello. And getting right down to business—where do you work, Mrs. Johnson?

MRS. JOHNSON: Great Lakes Steel—

ANNOUNCER: Great Lakes Steel Corporation—in the office, of course—

MRS. JOHNSON: No—in the mill—

ANNOUNCER: In the m— What? A lady steelworker? Can't be.

MISS FRAN HARRIS: She is, though; she's proof positive that women can work in steel mills and like it. As a matter of fact, there's a good big percentage of women working down at Great Lakes Steel—

ANNOUNCER: I'll be darned. What do you do, Mrs. Johnson?

MRS. JOHNSON: I'm a bander—

ANNOUNCER: What was that?

MRS. JOHNSON: I'm a bander—I put bands around piles of steel strips—get them ready for shipping—

MISS HARRIS: Stan looks about worn out by now—it's just too much for him. You see, the legend has grown up about the steel industry that it's strictly a man's business—not an ordinary man's business, either—it's a job for a big, strong, powerful man—

MRS. JOHNSON: And it's upset everything to have women walk into steel mills and go to work. Of course, we should say they don't do the heavy jobs—they don't work with the furnaces—

ANNOUNCER: If I can recover enough, I'll ask it—what do women do in the steel mills—besides banding, and I don't know what that *is* either—

MRS. JOHNSON: Some of the girls operate cranes—

ANNOUNCER: Ohmygosh; you mean, they operate overhead cranes that pick up loads of steel?

MISS HARRIS: You should see them, Stan. They run the crane down to a load of redhot steel strips—they manipulate the levers to pick up the steel and carry it over to a clean place where it can cool.

ANNOUNCER: Women drivers on overhead cranes. Think what would happen if some of that redhot steel hit anybody.

MRS. JOHNSON: The steel industry wouldn't have women on the job if the boss didn't think they'd do well—women crane operators are just as careful as men—

ANNOUNCER: What else do women do at a steel mill?

MRS. JOHNSON: Some of them are electricians—

ANNOUNCER: Think of it!

MRS. JOHNSON: Some of them are machinists—some of them are inspectors—there are table operators—

ANNOUNCER: What's that?

MRS. JOHNSON: They have to do with the operation of running sheets of steel out onto what they cad "tables" to be cut—

MISS HARRIS: Back to your particular job, though, Mrs. Johnson—exactly what is banding?

MRS. JOHNSON: Wrapping bands of flexible steel around great piles of steel strips—getting them ready for shipping—

MISS HARRIS: I know—but you don't pick up a bundle of steel strips and tie them together—how do you do it?

MRS. JOHNSON: Oh—I see what you mean. We have four steel bands which go around a pile of steel strips—the pile is governed by the order which has to be filled, of course—we lay the bands out on wooden blocks on the floor—two lengthwise, two crosswise—

ANNOUNCER: Just like wrapping parcel post—

MRS. JOHNSON: Yes, then the crane brings the strips and puts them down on the bands—we simply bring the bands up around the bundle of steel, jack them up tight, and crush the ends together. The crane carries the package to the freight car—of course, sometimes we do put special wrapping paper around the steel—that's when it's of higher grade—

ANNOUNCER: The way you tell about the crane doing all the heavy work, it doesn't sound so bad—

MISS HARRIS: Two women work together—that makes it easier. It's still making steel men gasp to go through the mills and see women on the job.

ANNOUNCER: How'd you happen to get interested in working at Great Lakes Steel, Mrs. Johnson?

MRS. JOHNSON: Most natural thing in the world—my husband and two sons work there—

MISS HARRIS: You'll be interested in Mrs. Johnson's family—she has another son who's going to graduate from Wyandotte High School this June—he's only sixteen, too—

ANNOUNCER: He's smart.

MRS. JOHNSON: He is. He works hard, too, now he's working with a window cleaning company after school—my daughter works in the Ecorse Bank—and I have another daughter who's married and lives in Grosse Pointe—

MISS HARRIS: What does the family think of your working?

MRS. JOHNSON: They like it—we're interested in winning the war—soon.

MISS HARRIS: The whole family is—the Johnsons have quite a lot of land down in Ecorse, and they have a super de luxe Victory garden—how many ears of corn did you sell last year?

MRS. JOHNSON: We averaged 50 dozen a day during the season—then I put up a lot of vegetables, too—600 quarts.

ANNOUNCER: Were you working for Great Lakes Steel then?

MRS. JOHNSON: Certainly. Now this year we're getting the garden ready again—my husband has a tractor—it's one of those that hangs together by willpower but he's already plowed up 18 lots for our neighbors—and he's just beginning on ours.

MISS HARRIS: The four of you who work in the mill must be on the same shift, then—

MRS. JOHNSON: No, we all work different turns—

ANNOUNCER: Do you say turns instead of shifts?

MRS. JOHNSON: You do in the steel business—just as you say mill instead of plant. We take turns each week—one week we'll be on in the daytime, another week will be from 4:00 to 12:00—another will be at midnight till morning.

MISS HARRIS: But if everybody's on different turns, how do you ever see each other?

MRS. JOHNSON: We always have one big meal a day. We simply schedule it out. My married son is on the same turn with me—the other son and my husband are on the turn just after mine, so we do manage.

MISS HARRIS: How do you handle housework and such?

MRS. JOHNSON: On schedule—for instance, Monday is always washday—maybe I do the washing in the morning and work in the afternoon. If my daughter is on days—I do the washing at night. Tuesday, my daughter does the ironing and I clean the house. Wednesday I try to bake up a lot of things for the week ahead. It's just a question of planning.

ANNOUNCER: And in between times, the Johnsons work in the Victory garden. What a family.

MISS HARRIS: You like your job, though, don't you, Mrs. Johnson?

MRS. JOHNSON: Yes, I do. Once you work with steel it gets you; anything else seems insignificant—there's great power in steel—there's beauty—steel is the beginning of all kinds of industry—it's the fundamental material that's needed for a machine age—

MISS HARRIS: There's a great magnificence about a steel mill, too—huge equipment—great weights are handled—there's great heat in melting steel—it's a sight you never forget to see them pour the molten metal into moulds.

MRS. JOHNSON: A steel mill is one place where you know you're working to win the war—working just as directly as though you were handling a gun—because without that steel, there'd be no gun.

ANNOUNCER: What kind of steel do they make down there at Great Lakes, Mrs. Johnson? It is fine steel for precision tools? Or what?

MRS. JOHNSON: It's heavier steel—some of it goes into landing mats for airplanes—some of it goes to make the caterpillar treads on tanks and half tracks—some of it goes to make the Navy Quonset huts—metal houses, you know—

MISS HARRIS: You must get a deep sense of satisfaction out of working with such vital material, Mrs. Johnson?

MRS. JOHNSON: I do. I feel a part of things—I wouldn't trade jobs with anybody in the world.

MISS HARRIS: You're a lucky person to have a job you like so well—thanks a lot for coming down to tell about it. I wouldn't be surprised if a lot of women look into the possibilities of working at Great Lakes Steel.

MRS. JOHNSON: It's a very gratifying experience.

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY

The above radio interview is published by Great Lakes Steel Corporation with permission of Station WWJ, from "Fran Harris Reports"

Great Lakes Steel Corporation, Ecorse, Detroit, Mich.

Division of National Steel Corporation

Monopoly Rules Are Boon to Networks, Declares Fly in Anniversary Review

A SPECIALLY prepared study by the FCC, essaying to show that the network monopoly regulations have proved a boon to network-station operations after a year's enforcement, was issued last week by the FCC, along with a statement by Chairman James Lawrence Fly.

Averring that experience has now shown that "the prophets of disaster were mistaken," Chairman Fly said the analysis showed that the broadcasting industry can prosper "as never before under our regulations". He alluded to June 15 as marking the first anniversary of "radio's Emancipation Day". The special study, prepared by the FCC's accounting department, he said, showed that stations as a whole earned "50% more, before income taxes, in 1943 than in 1942, and the networks similarly profited." Network increases ranged from a return of 84% on the value of property for Mutual to 190% for NBC.

Gain In Income

Average broadcast service income of stations in 1943, as compared with the two preceding years, increased from $38,000 to more than $58,000, according to the analysis. The study covered 796 standard broadcast stations operated during the three years, and excluded the nine key stations of the major networks.

Mr. Fly's statement added that the Commission is now studying program logs of all stations to determine the extent to which the chain broadcasting regulations "have resulted in increased availability of network programs to listeners." The text of his statement follows:

Thursday, June 15, marks the first anniversary of radio's Emancipation Day. On June 15, 1943 the FCC Chain Broadcasting Regulations, as upheld by the U. S. Supreme Court, went into effect, and I am glad to say that never before in its history has the industry been so prosperous.

Despite predictions of doom by network officials if the regulations became effective, broadcasting profits are higher now than ever before. Broadcasting stations as a whole earned 50% more, before income taxes, in 1943 than in 1942, and the networks similarly profited. Thus NBC, which in 1942 earned 137% on the value of its property, in 1943 earned a return, before income tax of 190%. CBS went up from a 97% return in 1942 to a 158% return in 1943. The Blue Network went up from 8% to 149%, and the stockholders in the Mutual network, on a combined basis, earned a return of 84% in 1943 as against 59% in 1942. Experience has now shown that the prophets of disaster were mistaken, and that the broadcasting industry can prosper as never before under our regulations.

That so-called "loser" stations are definitely on the downgrade was clearly set forth in the analysis. It revealed that only 83 stations reported losses during 1943, as compared with 177 the preceding year and 166 in 1941. Losses last year amounted to about $370,000 as against more than $1,100,000 in 1942. Business of the 713 stations showing increases amounted to $16,200,000 more than that of the preceding year. Subtracting decreases of approximately $400,000, the entire roster of stations in the compilation showed increased business of approximately $15,800,000.

Tax Not Included

In a memorandum accompanying the analysis, William J. Norfleet, chief accountant, pointed out that the broadcast service income (broadcast revenues less broadcast expenses), not including Federal income tax, covered 796 stations out of the total of 912. He added:

"All of these stations operated during the years 1941, 1942 and 1943 and have filed annual financial reports for these years. It will be noted that 73 of these stations reported expenses in excess of revenues during the year 1943 while there were 171 in this category in 1942 and 166 in 1941. The broadcast service income reported by these (796) stations amounted to $46,481,397 for the year 1943 compared to $30,673,542 for the year 1942, an increase of slightly more than 50 percent."

Following is the text of the FCC's analysis, prepared under the direction of Mr. Norfleet and Harry Tennyson, acting head broadcast accountant:

Summary of broadcast service income (revenue less expenses) as reported to the Commission by the licensees of 796 standard broadcast stations in the United States that operated during the years 1941, 1942 and 1943. (NOTE: Excludes operations of 9 key stations of major networks):

	1941	*1942*	*1943*
Number of stations reporting income	630	625	723
Number of stations reporting losses	166	171	73
Income reported	$31,448,917	$31,788,400	$46,850,189
Losses reported	1,038,010	1,114,858	368,792
Total broadcast service income	$30,410,907	$30,673,542	$46,481,397
Average broadcast service income per station	$38,204	$38,534	$58,393
Number of stations reporting increases 1942 over 1941			412
Number of stations reporting decreases 1942 over 1941			384
Number of stations reporting increases 1943 over 1942			713
Number of stations reporting decreases 1943 over 1942			83
Total increases 1942 over 1941 (412 stations)			$ 4,918,808
Total decreases 1942 over 1941 (384 stations)			4,656,173
Increase 1942 over 1941			$ 262,635
Total increases 1943 over 1942 (713 stations)			$16,198,638
Total decreases 1943 over 1942 (83 stations)			390,783
Increase 1943 over 1942			$15,807,855

OWI Boosts Rosenberg

HAROLD ROSENBERG, chief of the special assignment division of the domestic radio bureau of the Office of War Information, has taken on additional duties as acting New York deputy director of the OWI. Mr. Mullen's former assby John A. Mullen, who also resigned May 31 as head of the editorial and production division of the OWI. Mr. Mullen's former assistant, Jerome Brooks, with Benton & Bowles before joining the Government agency, is serving as acting chief of the production division. Editorial division head has not been named. Mr. Mullen has been appointed director of commercial writing at Doherty, Clifford & Shenfield Inc., New York agency.

Reaches Million

JOHN P. NELL, account executive of WOR New York, has reached the $1,000,000 figure in time sales. The accomplishment rates a wrist watch as a gift from the station. Other WOR salesmen in the $1,000,000-and-over bracket are Otis Williams, George Schmidt and Jacke Lowe.

LEWIS WILL BE THERE!

Fulton Lewis, jr.

will report on the

Republican National Convention

in Chicago, June 26 to 29

News, even history, will be made in Chicago during these four days. And Lewis, as usual, will be right on the spot . . . digging up the pertinent news facts as they are being made . . . and reporting them to a respecting audience.

Fulton Lewis, jr., is heard on more than 200 stations, sponsored by 130 sponsors. For additional sponsorships call, wire or write
Wm. B. Dolph, WOL, Washington, D. C.

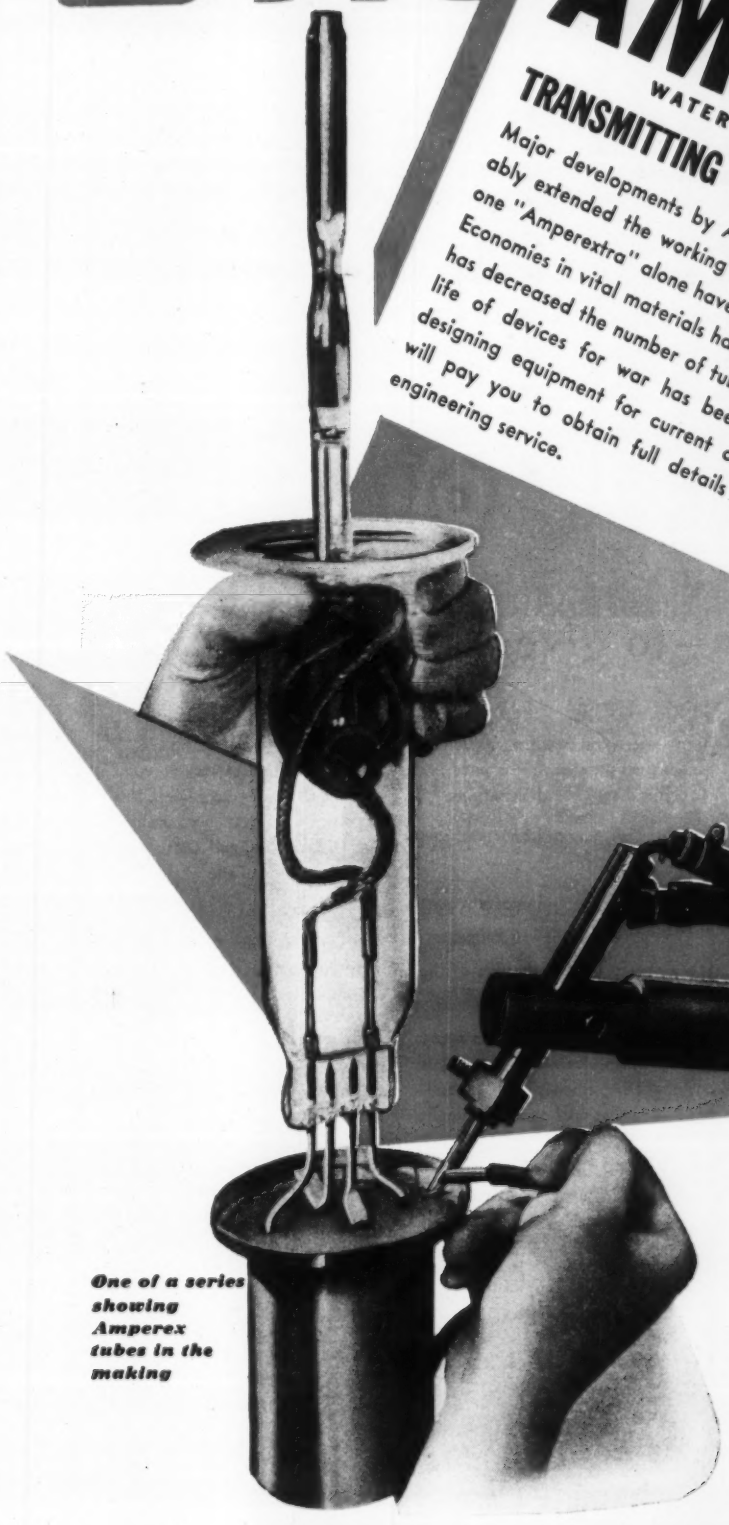
ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Why AMPEREX

WATER AND AIR COOLED

TRANSMITTING and RECTIFYING TUBES

Major developments by Amperex engineers have considerably extended the working hours of our tubes. Out of this one "Amperextra" alone have come other desirable benefits. Economies in vital materials have been affected. Longer life has decreased the number of tube replacements. Operating life of devices for war has been prolonged. If you are designing equipment for current or peacetime pursuits, it will pay you to obtain full details of our "Amperextra" engineering service.



One of a series showing Amperex tubes in the making

It's easy to give blood . . . no aches, no pains, no ill after effects. See your local Red Cross.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET • BROOKLYN 1, N. Y.

Laughter—to give you strength

LAUGHTER for enjoyment? For merriment and just plain fun? Certainly. But with the shadows of war ever present over the world—over your land—in your street and in your home—laughter can bring you much more.

It brings to your life release from tension—a respite from wondering and worrying—refreshment and courage and strength to tackle tomorrow's job with new zest and vigor—new hope and courage. Laughter—to give you strength.

Laughter—from the jesters of a nation—over your radio, with its funny men and women, its witty, well-turned phrases . . . its puns . . . its comical songs and situations.

Laughter is a pretty important part of life.

Laughter is a pretty important part of radio.

It's a pretty important part of the Blue Network.

There's wit in plenty, too, on many Blue programs—though wit is but one of the ingredients of this round-up of the great of the entertainment world.

You are the one that makes these and all the rest of radio's comedy possible. You in your home . . . you in your job . . . you on your ship . . . you in barracks, and tents and on the battlefields of the world.

You—and your chuckles and laughs that can't be ordered or ordained or dictated—no, and sometimes not even predicted.

Your tired nerves need the balm of humor. When your spirits need the lift of sly wit . . . when you want to laugh freely, wholeheartedly, joyously—listen to your radio.

THIS IS THE ***Blue*** *NETWORK*

AMERICAN BROADCASTING SYSTEM, INC.

In Ads No. 4 and 5 of The BLUE'S National Campaign, we continue the fundamental theme—ALL broadcasting's service to the people. But we also highlight two of The BLUE'S own contributions—"Laughter" which is sorely needed these days, and The BLUE'S daytime programming philosophy.

Who are you in the *Daytime?*

ARE your emotions influenced by the hands of the clock—or by the ticking of your heart?

The Blue Network and its affiliated stations are inclined to believe that *your* hopes and desires—your tastes and your preferences *don't* change with the passing hours.

That if you enjoy a good, hearty laugh of an evening, you also enjoy mirth and wit while you're washing the dishes. That if there's a small baby in the house, you, like he, are swayed more by its needs, day and night, than by the hour or minute. That if you go through the *evening* listening for news of some specific theater of war—that's where your thoughts may be while you're waiting for the kids to come home from school.

These are more than beliefs on our part. They are convictions—convictions so firm and deep-rooted that we have built the entire structure of *our* daytime radio programs upon them. Furthermore, we bring you a whole wealth of such programs, not once or twice a week but every day!

For in this important phase of our operations, as in all others, the Blue, and its affiliated stations know that their function in life is to furnish a bridge between the world and you—to express the world to you and you to the world . . .

In fact . . . this *is* the Blue Network!

THIS IS THE Blue *NETWORK*

AMERICAN BROADCASTING SYSTEM, INC.

5

Both advertisements are being run by The BLUE in national publications and in newspapers in BLUE-owned station cities; and by BLUE affiliates in their city newspapers. In addition, the ads form the basis for dramatized recorded spots which all BLUE stations are broadcasting so as to expand the audiences for these messages.

Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

"For Extraordinary Performance"

Extraordinary performance—whether in the wondrous radio devices we are now producing for Uncle Sam—or in fine radio-phonographs—this is the tradition which Freed-Eisemann has established over the years.

The Freed-Eisemann we made before the war is one of the world's *great* radio-phonographs. It holds an honored place in the homes of great musical artists, famous decorators and other critical judges of good music and fine furniture.

The post-war Freed-Eisemann will be an even *finer* instrument. It will bring you the glorious, pure tone of FM broadcasting, as well as perfect standard radio, and superb reproduction of recorded music. Cabinet designs will be, as in the past, period masterpieces to be prized by those who take pride in the beauty and decor of their homes.

REMEMBER THE NAME

Freed-Eisemann

WHEN YOU BUY YOUR POST-WAR RADIO-PHONOGRAPH WITH FM

Freed Radio Corporation, New York, N. Y. BUY MORE WAR BONDS!

Europe's Underground Aided by Radio, IGE Broadcasting Conference Learns

RADIO'S vital wartime role and possibility of post-war communications networks throughout Europe highlighted invasion week in Schenectady, N. Y., when 11 broadcasting authorities from seven United Nations attended International General Electric's two-day broadcasting conference.

Maurice Parisier of the Telecommunications Mission of the French Supply Council emphasized the role of radio in coordinating sabotage by France's patriots. Representatives of three other occupied countries also stressed the importance of radio in coordinating underground activities. Lt. T. Jaronski of the Polish Embassy, B. Moldawsky of the Belgian Embassy and Lt. Comdr. C. F. Amsterdam, G. F. van Dissel and H. van der Veen of the Netherlands Purchasing Commission also spoke. Other nations and their representatives were: U. S. S. R.—Dr. M. S. Neiman; Great Britain—A. E. Barrett of BBC and Lt. Col. deF. Bayly, British Security Coordination; Canada—Peter Aylen and Gordon Olive of CBC.

GE and IGE specialists spoke on electronics and other branches of electrical manufacturing at a dinner in Schenectady's Van Curler Hotel. Among those who spoke were: Dr. E. F. W. Alexanderson, E. S. Lee, GE engineers; Dr. A. W. Hull, assistant director, GE research laboratory, and C. G. Roberts, manager of IGE's electronics department; W. V. B. Van Dyck, assistant to the president of IGE, and E. F. Callahan, IGE vice-president, J. D. McLean, GE commercial engineer of the electronics department, spoke on post-war television.

The conference concluded with an inspection tour of GE broadcasting facilities and the shortwave stations WGEA WGEO and WGEX over which the OWI is beaming instructions to Europe's many underground movements.

Teachers Aid WIS

HIGH SCHOOL faculty members are helping to staff WIS Columbia, S. C. this summer. C. P. MacGinnis, director of Columbia City Schools public relations, is now an announcer, his first assignment being to produce a series for the Fifth War Loan drive. Christie Zimmerman, member of the Columbia high school staff and director of publications, has taken over direction of women's programs for WIS. Another new announcer is Caspar Wiggins, a science teacher from Anderson high school. All have handled radio production in connection with their schools.

Electronic News

ELECTRONIC Corp. of America, New York, now sponsoring Johannes Steele thrice-weekly on WMCA New York, beginning June 5 added WMEX Boston to the Monday 7:30-7:45 p.m. broadcast, as the first step in a plan to build a special wire hookup of stations for the commentator. Institutional series is placed through Shappe-Wilkes, New York.

KHBG to Mutual

KHBG Okmulgee, Okla., on June 18 became a full-time MBS affiliate, operating with 250 w on 1240 kc. Station is operated by Okmulgee Broadcasting Corp.

AP Adds 17

SPECIAL AP radio wire service through Press Assn. Inc., AP subsidiary, has been acquired by the following stations it was announced last week: WAVE Louisville, Ky., WBTM Danville, Va., WSLS Roanoke, Va., WLVA Lynchburg, Va., WSOO Sault Ste. Marie, Mich., W45BR Baton Rouge, La., WIBA Madison, Wis., WHIO Dayton, KTAR Phoenix, Ariz., KTTS Springfield, Mo., WOLF Syracuse, N. Y., KADA Ada, Okla., WSPR Springfield, Mass., WLEU Erie, Pa., KPAS Pasadena, Cal., WMAZ Macon, Ga., KRLH Midland, Tex.

Higgins to Collins

ALFRED K. HIGGINS has joined the Collins Radio Co. of Cedar Rapids, Ia., as advertising director to organize the advertising department for promotion of the company's products after the war. Mr. Collins was formerly with N. W. Ayer & Son and has recently been with Young & Rubicam as account executive.

Mr. Higgins

Frailey Expands

FRAILEY Products, New York, maker of Chafix, a medical lotion, is planning a full network evening program starting in September. The recently developed lotion during the past six months has been promoted in a test campaign on some 20 stations in Utah, Florida, Texas, Michigan, Ohio and South Carolina. Ten one-minute transcribed spot announcements weekly were used per station in the campaign. Although plans are not completed, the new show will probably be a half-hour musical-variety program. Agency is Grant Adv., N. Y.

'Blondie' Dropped

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel Cigarettes), with June 26 broadcast discontinues CBS Blondie program after four years, explaining that principal appeal lay with juvenile aduience. No replacement is planned. William Esty & Co., New York, is agency.

BEN KAUFMAN, formerly television editor of *Radio Daily* on June 12 became managing editor of *Television*, quarterly magazine published by Frederick Kugel Co., New York.

what makes a . . .

EXCLUSIVE

TALLEST of living animals, the Giraffe is EXCLUSIVE because of its neck, its mild manner and its effective heels. Leopard-spotted, this "highboy" of the animal kingdom attains a height of 18 feet. Mild and docile, the Giraffe fights only in self-defense, making deadly use of its powerful heels which even the lion respects.

K-O-Z-Y IS EXCLUSIVE, TOO . . . the only station in the Kansas City Area reaching the preferred audience in a preferred market through FM . . . the Voice of Tomorrow—Today! Be sure to write for Rate Card 3 and prove how easily KOZY'S EXCLUSIVENESS can become YOURS EXCLUSIVELY!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

Pioneering FM in the Kansas City Area

Colgate Change

COLGATE - PALMOLIVE - PEET Co., Jersey City (tooth powder), will sponsor dramatizations of famous love stories on CBS Tuesday, 8:30-8:55 p.m., starting July 4, replacing for an undetermined period *The Judy Canova Show*. New series, a former CBS sustainer, is titled *Colgate Theater of Romance*. Agency is Sherman & Marquette, New York.

Underwriters on Blue

NATIONAL BOARD of Fire Underwriters, New York, using radio for the first time, on July 22 starts Leland Stowe on 75 Blue stations, Saturday, 7:15-7:30 P. M. Agency is MacFarland, Aveyard & Co., New York.

WMAL GIVES 50 NEWSCASTS DAILY

Washington's Blue Outlet Pipes Series of 90-Second Broadcasts to Theatres

INVASION news coverage by WMAL Washington, Blue outlet, will continue indefinitely for an estimated 250,000 persons daily, patrons of five of the largest theatres and more than a 100 restaurants, night clubs and other business establishments in the District of Columbia. Coverage is in the form of over 50 newscasts daily, 90 seconds in length, prepared by the WMAL newsroom and fed by special equipment into projection rooms of theatres and through the facilities of Muzak.

A very complicated telephone and microphone system was developed and installed by Dan Hunter, WMAL chief engineer, several weeks before D-Day. Many tests were made, so that promptly at 8 a.m. June 6 the first newscast was fed through Muzak facilities and through projection rooms to theatres on the evening of invasion day. Ever since, the 50-a-day schedule has been maintained.

News editor Bill Neel and the rest of the WMAL news staff have developed an assembly line technique to produce the 50 newscasts for Washington as well as acting as a direct source of information for the three G. A. Richards stations—WJR Detroit, WGAR Cleveland and KMPC Beverly Hills, Cal. The WMAL news bureau answers special requests from the three Richards stations.

CUTTING UP a 236-pound cake into 3,146 pieces, John Alexander (left) general manager of KODY North Platte, Neb., and Al Larson, office manager of WOW Omaha, swing into action during WOW-KODY day at the Union Pacific Main Line canteen in North Platte. Once every two months the staffs of WOW and KODY serve all day at the canteen. In addition to the cake, WOW and KODY gave each service man and woman an autographed movie star pin-up photo and a "letter from KODY-land", written by one of 3,100 school girls in the KODY area addressed to an unknown serviceman or woman.

Collegiate Renewals

IN A SURVEY conducted at six colleges whose radio stations carry time signals in behalf of Ingersoll watches, 58% of the 600 students interviewed correctly identified the sponsor. Many of the students were able to recite the commercial word for word. Survey results were revealed by Intercollegiate Broadcasting System, collegiate chain, in announcing that U. S. Time Corp., producer of Ingersolls, had renewed its contract on nine stations, at the same time adding two outlets. The New York Telephone Co., has renewed for the third quarter of 1944 its contract for spot announcements on CRG, the IBS outlet at Cornell U.

Ford Renews

FORD MOTOR Co., Dearborn, Mich., will renew all of its programs on the Blue network, effective July 9, for 52 weeks. Contracts include following shows, aired on 164 Blue stations: *Greenfield Village Chapel Service*, Sundays, 7-7:15 (CWT); *Early American Dance Music*, Saturdays, 7-7:30 (CWT); and a quarter-hour news period, Mondays through Fridays, 7-7:15 p.m. (CWT). Agency is J. Walter Thompson Co., Chicago.

New Wrigley Series

WM. WRIGLEY JR., Co., Chicago, begins sponsorship June 23 of a 25-minute program, *Army Service Forces*, 7:30-7:55 p.m. rebroadcast 11:30-11:55 p.m. (CWT) Fridays, on CBS. Format details have not been announced. Contract is for 12 weeks, placed by Arthur Meyerhoff Co., Chicago.

W-E Dividend

DIRECTORS of the Western Electric Co. meeting Tuesday, June 13, declared a dividend of 50 cents per share on its common stock. Dividend is payable on June 30, 1944, to stock of record at the close of business on June 23, 1944.

Rieser Adds

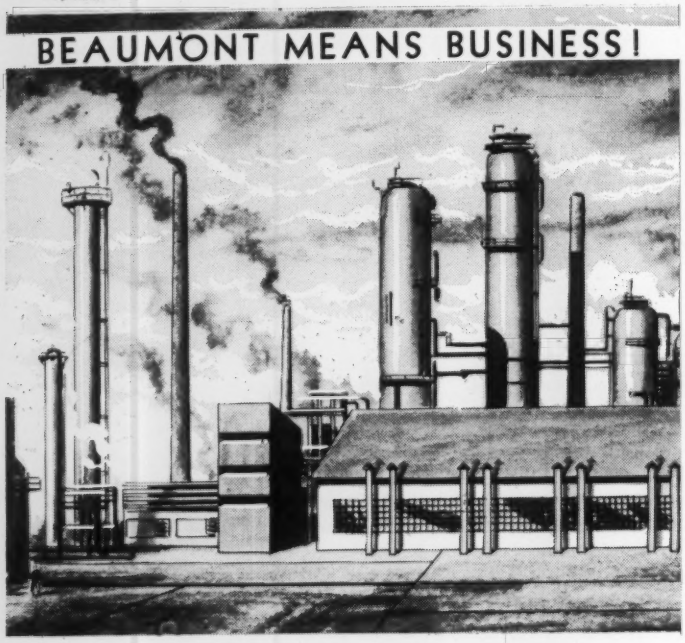
RIESER Co., New York, has expanded its spot campaign for Venida Hair Lacquer with a 26-week contract for 15 transcribed announcements weekly on WLIB Brooklyn. WMEX Boston has also been added to the schedule which includes WHN and WMCA in New York and WIBG Philadelphia. On the three New York stations Rieser combines promotion of lacquer and leg-make up in its commercials—all singing jingles aired from 12 to 15 times weekly. Agency is E. T. Howard Co., N. Y.

Meat Series Moves

AMERICAN MEAT INSTITUTE, Chicago, shifts its half-hour dramatic program, *Life of Reilly*, featuring William Bendix, Sundays, on 167 Blue stations, originating out of Hollywood, to a new time, Sundays, effective July 9. Program, which has been sponsored by American Meat Institute since Jan. 16, moves from 2-2:30 p.m. to 9-9:30 p.m. (CWT). Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

NBC Names Two

NBC Radio Recording Division has promoted Walter B. Davison, salesman, to assistant sales manager, assigned to coordinate all Government contact work, Willis B. Parson will handle special station assignments in addition to his duties as assistant sales manager. Claude Barrer, of syndicated sales, has been promoted to the new post of syndicated sales manager.



Oil Refineries

POST-WAR AND POST-NOW

The oil refining industry that has long created wealth in the Sabine area which surrounds Beaumont has grown to gigantic proportions. But oil refining is only one of the many important industries which make this area a fruitful market. Among these are shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries—all geared for war today . . . preparing for peace tomorrow.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this market. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

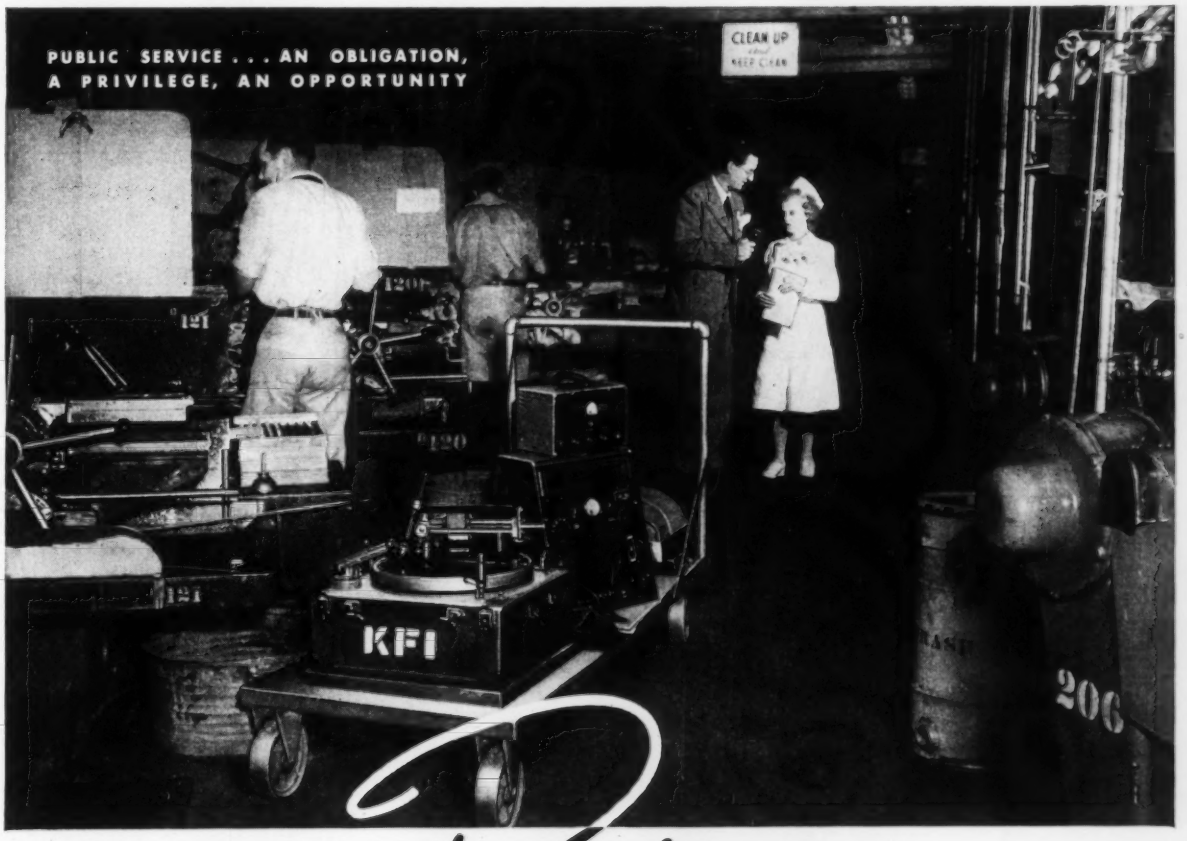
BEAUMONT, TEXAS

BLUE NETWORK, 560 K.C., 1,000 WATTS

MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!



OF COURSE Radio HAS A PLACE in war production!

Morale and health are two of the greatest factors in winning a war. Victory demands that they be kept at the highest levels on both the fighting front and the production front.

So, for thirteen weeks a radio program entitled "Ounce of Prevention" was produced inside local war production plants in which more than *four hundred thousand* war workers were daily employed. Scripts, prepared in collaboration with the Los Angeles Defense Council, dramatized industrial health programs, showed how and why they reduced absenteeism and labor turnover and improved morale.

"Ounce of Prevention", by exemplifying war plants with good health programs and revealing the benefits therefrom, has encouraged management and labor-management committees of other plants to inaugurate similar health plans.

Yes, radio does have a place in war production effort, and here again is evidence of how a radio station can play a vital part in community welfare and build loyalty and good will among a listening audience.

KFI...NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

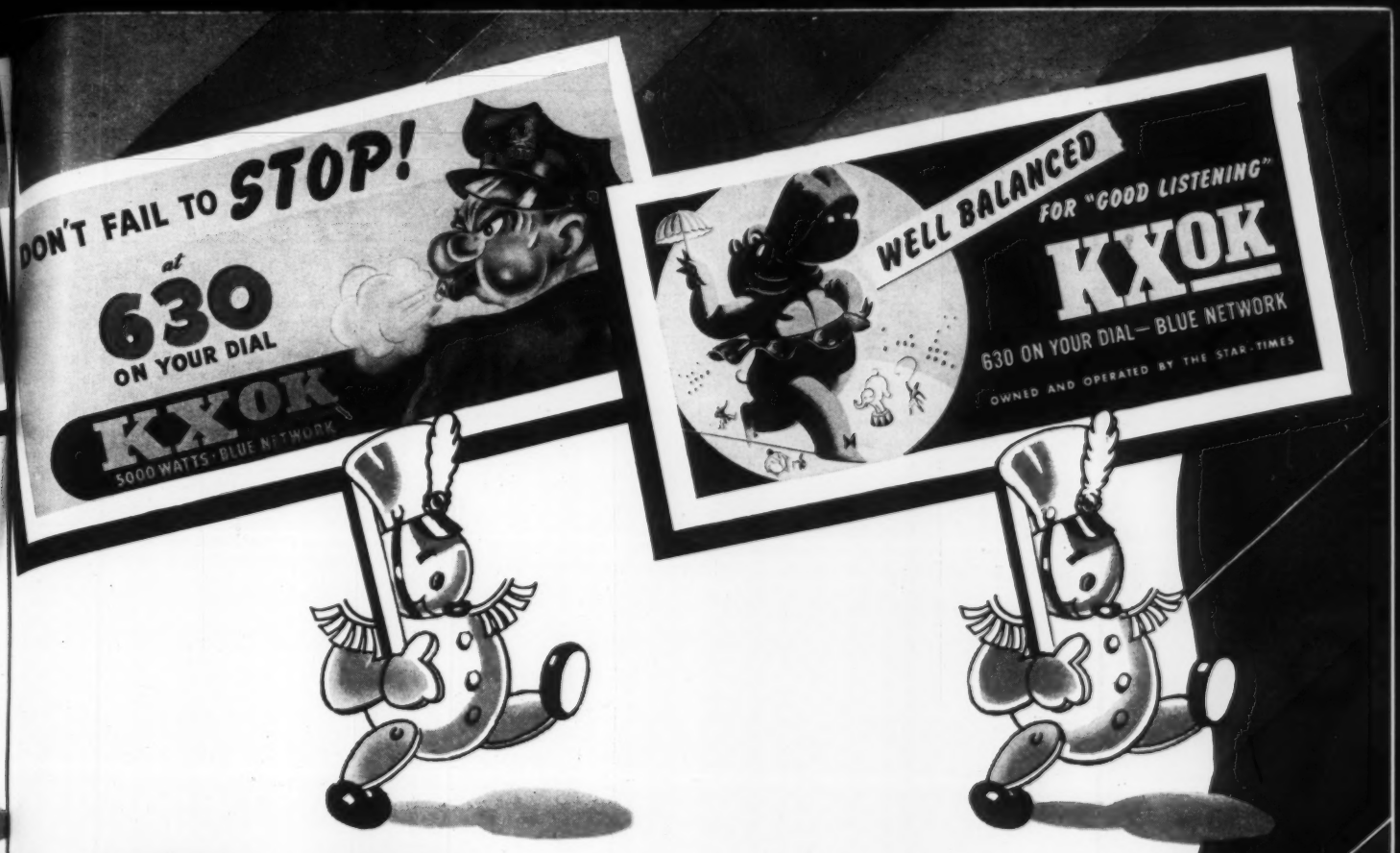
POSTE

Lend a ha

Lending themselves admirably to advertising KXOK's call letters, spot-on-the-dial, Blue Network affiliation, programs and coverage . . . 24-sheet posters . . . 100 of them . . . are used to keep KXOK's message before the public.

These posters have set a style . . . a pace . . . a greater impact value for KXOK . . . reflected in fifteen other types of local and national advertising which are used regularly to promote the station.

Advertisers recognize and appreciate the benefits they receive from KXOK's consistent parade of promotions that have played such an important part in helping to build KXOK . . . in slightly more than five years . . . into its present effective selling force in this community.



...RS... Promotions for KXOK

KXOK PROMOTION

- 24-Sheet Posters
- County Bus Posters
- Blotters
- National Trade Paper Advertising
- Newspaper Advertising & Publicity
- Broadsides & Direct Mail
- Sales Brochures
- Book Match Covers
- Rural Newspaper Advertising
- Courtesy Spots
- Newspaper Delivery Vehicle Posters
- Theatre Newscasts
- Personalized Program Schedules
- Coverage Map & Statistics
- Surveys
- Hotel Lobby Display Boards

REPRESENTED BY JOHN BLAIR & COMPANY

630 Kilocycles • 5000 Watts — Full Time • Basic Blue Network

KXOK

Affiliated with KFRU, Columbia, Missouri

Owned and Operated by the St. Louis Star-Times

SAINT LOUIS, MISSOURI

TO ILLUSTRATE Mutual's complete news coverage, the network has made available to theatres throughout the country a motion picture trailer titled "This Is Mutual—The Network for News" produced by the MBS sales promotion department. Trailer, which runs 90 seconds and shows important news commentators and overseas reporters at work here and abroad, will be shown in 105 cities through tie-ups arranged by network members and affiliates.

Map and Glass

FOLDING magnifying glass accompanies the Rand McNally invasion map distributed by WCAU Philadelphia.

WTMJ Free Seeds

NEARLY 8,000 early morning listeners to Gordon Thomas' *Top o' the Morning* show, heard 6-8:30 a.m. over WTMJ Milwaukee, have received gourd seeds as a result of a 13-day give-away of "Gordon's gorgeous Gourds." Gourd seeds were sent out in envelopes giving complete planting instructions.

* * *

WBAL Folder

REPRINTS from WBAL Baltimore advertisements in BROADCASTING and *Baltimore* magazines are being distributed as a promotion piece by the station. Ads feature Baltimore as the leader in many war and post-war industries and stress the slogan that "WBAL means business in Baltimore."

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity with June S-M city index of 160.0.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*
NBC FOR EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

Merchandising & Promotion

WTMJ Free Seeds—Film Tie-Ups—Brass Tacks
WNAX Scholarships—Radio News Column

NBC Film Tie-Up

TWO-WAY tie-in on exploitation for future Columbia Screen Snapshot films which feature NBC personalities, has been made by network and film studio, and starts in early July. Under set-up, Columbia film exchanges will notify NBC affiliates of Screen Snapshot film bookings in which network talent appears, thus allowing local exhibitors and stations to tie-up on promotion. First film, "Seeing Hollywood with Two G.I. Joes" which features the NBC program *People Are Funny* currently is scheduled for release on July 15. Details of the two-way agreement were formulated in New York by Sheldon B. Hickox Jr., NBC manager of station relations, and Ralph Staub, Columbia Pictures Corp. producer of Screen Snapshot films.

* * *

WCCO Study

RESULTS of a listener survey conducted for WCCO Minneapolis-St. Paul, using the CBS Listener Diary technique, are presented in an illustrated promotion booklet. Cover shows a worker in a wheatfield with the WCCO-CBS microphone, and the sign "Good Neighbor at Work," in the foreground. Purpose of study, covering the week of Dec. 6, 1943, was to measure the station's standing as a "good neighbor to the Northwest." Listener data is broken down according to three periods—early morning (before national network programs come on the air)—late evening, (after net shows go off) and Saturday "in the profitable before-noon hours when local and network programs are almost equally balanced."

* * *

Brass Tacks

IN A PROMOTION booklet, "The Brass Tacks of Boston Radio," WEEI draws a parallel between the old-time New England practice of measuring out cloth lengths on a row of tacks, and the station's six-day survey to determine the station preferences of Boston advertisers. The brass-tack measure is used in chart form to illustrate findings.

* * *

KSD Folder

TITLED "They Listen to America's No. 1 Network", latest promotion brochure of KSD St. Louis, emphasizes that the station is an NBC outlet with "unrivalled programs" in an "unrivalled coverage area." Promotion piece is done in bright red on glossy white stock.

* * *

WKRC Brochure

A FOUR-PAGE brochure entitled "Around the World Once an Hour" has been distributed by WKRC Cincinnati to promote its news gathering staff services and MBS commentators. Brochure states that during the past year, WKRC's daytime news ratings have increased almost 50%.

Publicity Swap

A MUTUAL trade deal has been completed between the audience promotion division of WJZ New York and the Skouras Theatres, New York, whereby the station programs are promoted in the 64 theatres of the chain. In return, 20th Century Fox films being shown at the Skouras houses are promoted on WJZ, through 21 announcements weekly. One-minute trailers are shown in the theatres four or five times daily in Skouras theatres in New York City, Long Island and New Jersey.

* * *

WNAX Scholarships

WNAX Yankton, S. D. has made available funds sufficient for two scholarships at Morningside U., Sioux City, Ia. in the amount of $300 each, one for a boy, the other for a girl. Scholarships supplement others given by WNAX to Iowa State College, Yankton College, Minnesota College of Agriculture, South Dakota State College, North Dakota State College and Nebraska College of Agriculture. The latest grant to Morningside U. will run for ten years.

* * *

'We Move' Folder

ANNOUNCING opening of new executive offices and auxiliary studios on the third floor of the Waltower Bldg., Kansas City, Mo., KCKN Kansas City, Kan., has issued a four-page brochure in color titled "We Move Across the River." Promotion piece contains pictures of new studios, offices and other facilities and is centered with photo of the Waltower Bldg.

* * *

WTAG Promotion

PROMOTION PIECE titled "How big a slice would you like?" is being mailed to agencies and advertisers by WTAG Worcester, Mass., giving the relationship of the WTAG coverage to other local stations, including figures from the Hooper Station Listening Index. Relative cost of WTAG with other local outlets is given.

* * *

WOV Promotion

WOV New York has issued a black-white-and-yellow promotion folder, 22 by 16 inches, keyed to the theme that "there's a great change taking place in New York." Charts based on the C. E. Hooper station listening index are used as illustrations. WOV clippings and radio awards are also represented in the folder.

* * *

KRNT Column

LATEST KRNT Des Moines promotion is a series of newspaper advertisements in 16 papers—seven dailies and nine weeklies—of middle Iowa. Advertisements are in the form of a column titled "Likely Listenin'" and are set 18 inches, double column with cuts of local and CBS personalities. Agency is Blakemore Adv., Des Moines.

WBAL—50,000 Watts . . . One of America's Great Radio Stations

BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

They Make Fort Industry Co. Stations Bankable

One Fifty Thousand — one Ten Thousand — three Five Thousand and two Two-fifty watters, give Fort Industry Co. stations that REACH-OUT without which there can be no success. This impressive power serves Seven important markets which range from the ever productive Great Lakes region spearheaded by Toledo (WSPD) the birthplace of Fort Industry, to the great Atlantic Seaboard area spearheaded by Miami, the home of WFTL, Florida's most powerful station.

Added to these must factors of Power and Markets, are the experienced Fort Industry men who know their audiences and the intricacies of successful broadcasting. They are the plus force that does so much to make Fort Industry Co. stations bankable.

WATTS AND MARKETS

IF IT'S A FORT INDUSTRY

S AND MEN

WWVA
50,000 Watts
Wheeling, West Va.

WFTL
10,000 Watts
Miami, Fla.

WAGA
5,000 Watts
Atlanta, Ga.

WSPD
5,000 Watts
Toledo, Ohio

WHIZ
250 Watts
Zanesville, Ohio

WLOK
250 Watts
Lima, Ohio

WMMN
5,000 Watts
Fairmont, West Va.

RY CO. STATION YOU CAN BANK ON IT!

A FORT INDUSTRY STATION

Editorial

Modelled by Radio

CHAIRMAN Wheeler of the Senate Interstate Commerce Committee, in which radio legislation originates, with the silent acquiescence of Acting Minority Leader White, has definitely and finally interred the White-Wheeler bill to amend the Communications Act of 1934. The bill, he said, was dead "due to industry opposition".

Sen. Wheeler wanted legislation. But he wanted *his* kind. He talked about a bill that would limit the FCC's powers but at the same time not let radio go scot-free. The result was an abortive effort to revise the existing law, through a series of complicated amendments that would give the FCC greater rather than lesser powers. Then he unceremoniously tossed the bill in the wastebasket after the NAB had suggested changes in the proposed final draft.

Unfortunately, on one point Sen. Wheeler is right. All radio groups haven't been united. While the NAB, which should speak for radio, projected particular viewpoints, other broadcast units took different positions. So Sen. Wheeler concluded that radio didn't want legislation. He is in error.

Sen. Wheeler has certain fixations about radio. He insists upon equal time and identical facilities for all shades of opinion. He abhors what he calls "super power". Evidently he felt that if he could write a bill that would arouse the opposition both of the broadcasters and the FCC, he could achieve his kind of legislation. He succeeded to the point of having his bill commit hara-kiri. The ban on sponsorship of news and commentators, which was designed to be a "window dressing" stratagem, did that. Sen. Wheeler simply overstepped.

There's no question about the need for legislation. The committee recognized that by holding hearings last November and December. Voluminous testimony was taken. Sens. Wheeler and White and committee aides worked hard and long in drafting the bill. But all that goes for naught, with the bill in the legislative cemetery, blessed by none.

What's the answer? The legislative process should be reversed. Radio itself should draft a model bill. That doesn't mean one that would free radio of all regulation. It should be a draft that would assure radio the kind of freedom contemplated by the founding fathers when they guaranteed freedom of the press and freedom of speech. Certainly the plight of radio today goes far beyond that which the Bill of Rights ordained inviolate.

In this issue we publish an article by M. H. Aylesworth, first president of the first network—NBC, and former motion picture and newspaper executive.

"Deac" Aylesworth, a lawyer, was there when the Act of 1927 was written—the key witness for radio. Basic provisions of that act still are in the law. He has no radio axe to grind for he severed all broadcasting connections long since.

Mr. Aylesworth proposes new legislation from scratch—not a patchwork job on the present law. He suggests that Congress assume its rightful responsibility and designate allocations, just as it writes the revenue formulas. He proposes that Congress adopt a standard more explicit than "public interest". There should be a "single administrator" handling the license function and a separate "radio court" of appeals. He advocates business regulation by the Federal Trade Commission, which governs other media like newspapers and magazines, and examines radio scripts.

Mr. Aylesworth frankly admits it will take a lot of work to "put flesh on this skeleton". His plan isn't novel or unprecedented. Much legislation has originated that way.

The issue is clear. Legislation is needed. An adequate job can't be done by amending the existing law. A fresh start is indicated. So why not have all radio, through the NAB, draft a proposed bill? Mr. Aylesworth's cogent suggestions supply an excellent springboard. Then let Congress, in its wisdom and after hearing, complete the task. No one is more familiar with the vagaries of broadcast operation than the broadcaster himself. He is entitled to his day in court.

June will go down in radio lore as the month during which radio demonstrated its ubiquity as a news medium. Having reached a new high water mark with its brilliant coverage of the European invasion, radio now takes on the home-front's biggest job—the GOP Convention in Chicago. Some 300 radio reporters, headed by network and station executives will be there.

Radio's Greatest Triumph

FROM ALL quarters comes unstinted praise for radio's coverage of the invasion—radio's greatest triumph. Every man and woman in radio can be proud of the job done in those tense hours following D-Day. The biggest spot news story in history was handled as expertly as if it were a routine occurrence.

Precedents toppled like duck-pins. The emergency pooling arrangement, which resulted in direct or transcribed reports by radio reporters over the "combined networks of the United States", worked perfectly. CBS put it well in voicing thanks to all networks:

> This emergency pooling of the keenly competitive foreign staffs of all networks and their joint use of limited transatlantic radio channels have enabled all four networks to perform the greatest public service in the history of radio broadcasting. Surely the hour of America's greatest trial in this war . . . perhaps the supreme trial of her men and guns . . . is a proper time to put aside self-acclaim and personal advantage.

Perhaps the most significant development—and the one destined to influence future operations—was the use of transcribed reports of radio war correspondents over all networks. Heretofore, NBC and CBS have turned thumbs down on recordings of any kind. The invasion coverage may well spell the end of that taboo. High point was the stirring film-recorded documentary of George Hicks, Blue network London chief, made from the bridge of a warship under Nazi air attack on D-Day. That spontaneous, vivid report could never have been presented from a studio.

The British, with a war experience antedating ours by two years, introduced the "actuality" type of broadcast. It is a special event on wax, film or wire. And it's here to stay.

Our Respects To —

GEORGE FRANCIS HICKS

ABOVE the rattle of anti-aircraft fire and the roar of attacking planes, a tense voice is speaking, with the boom of guns and exploding shells punctuating every line. It is George Hicks reporting the biggest story of World War II—invasion.

Broadcasting with the Amertype film recorder, loaned by the Navy to the networks, the manager of the Blue network's London news office has achieved a record for repeat performances on the radio.

Under the pooled plan of operations agreed on by the four networks, the Army and Navy, Hicks' description of an Allied landing on the Normandy coast, of a Nazi air attack on an Amercian warship, of a trip with an amphibious convoy, have been played back time and again by the four networks, competition forgotten. The recording of the Junker raid on the warship has been called "the first great documentary of the war".

A tall fellow with ruddy complexion, tousled brown hair and hazel eyes, Hicks grew up without any definite idea of what he wanted to do. Born Aug. 26, 1905, in Tacoma, Wash., he worked in sawmills, logging camps and shipyards, in a hardware store, a haberdashery and a pickle factory, he drove trucks and dug ditches. He didn't know what he was looking for but he went to Alaska and Panama, sailed the seas in a freighter and drove a car across the United States.

Hicks spent one year at the College of Puget Sound in Tacoma, one at the U. of Washington in Seattle, and then a year at the Corcoran Art School in Washington, D. C.

His hobby still is painting oils and water colors—next to his main hobby, his son, Robert Ivan Hicks, 11, whose proudest possession is the dagger his dad got from a German prisoner in Italy. Hicks married the former Anne Thir. The family lives in Jackson Heights, Long Island.

While in Washington, about to join a school to train for the consular service, Hicks read an ad for a radio announcer in September 1928, applied with 200 others for the job and, although the manager of Station WRC thought he had plumbed the depths in bad technique, he was hired. On his first assignment he had mike fright and lost his voice.

But Hicks had found what he was searching for. He was shifted to NBC in New York in November 1929 a top-notch announcer.

In December 1932 he made one of the first underseas broadcasts from a submarine and described his sensations on coming to the water protected only by the new Momsen lung,

(*Continued on page 42*)

Again a Citation for Exellence in Public Service is awarded KOIN...

"A gripping, superbly written, and produced drama, depicting ravages of a forest fire and the wartime importance of conservation."

This is the description used concerning "Tillamook Burn" broadcast on the nationwide Columbia network and given FIRST AWARD by the EIGHTH AMERICAN EXHIBITION OF EDUCATIONAL RADIO PROGRAMS, May, 1944. Sponsored by the Fifteenth Institute for Education by Radio, Ohio State University, Columbus, Ohio.

★

And these are the men responsible for not only "Tillamook Burn" but hundreds of top-flight productions broadcast over KOIN in its continual program of public service.

HANK SWARTWOOD

Program Director

Supervises production of all programs. Hank personally authored the script of the award-winning "Tillamook Burn" in collaboration with the U.S. Forest Service and Oregon Forestry Department. He also supervised its production and acted as narrator. His radio experience covers 17 years, 11 of them with KOIN, preceded by newspaper, writing and dramatic work.

JOHNNY WALKER

Policy and Copy Coordinator

Johnny has spent 18 years in radio . . . as singer, announcer, writer, producer and supervisor of music clearance.

TED COOKE

Production Manager

In radio since 1930 as producer, writer, announcer, and technician. Produced bond promotion "Victory Harvest" shows presented in eleven Oregon cities.

BILL MEARS

Asst. Production Manager

With KOIN since 1940, following seven years as free-lance actor, writer, producer in Hollywood. Worked on many network productions.

Its production staff contributes greatly to KOIN's position of leadership in its community.

KOIN PORTLAND OREGON

CBS

FREE & PETERS, INC.
National Representatives

No Grab Bag Here!

WAIR's record of success makes it possible for you to plot your sales and distribution course with a remarkable degree of accuracy. WAIR is a "must" in this great market.

WAIR

Winston - Salem, North Carolina
The Walker Co., Nat'l Representatives

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

★ A Preferred Market
April *SALES MANAGEMENT*

WFMJ

YOUNGSTOWN, OHIO

28 TH U. S. METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

ASK HEADLEY-REED

New York - Chicago - Detroit
Atlanta - San Francisco

WRGA
MUTUAL
Rome
GEORGIA

Our Respects to

(*Continued from page 40*)

he covered the *Normandie's* maiden voyage, and described the flight of the new *Atlantic Clipper*, flying with it to Europe and return.

Hicks made the first broadcast with the new tiny microwave transmitter, concealed in a silk hat which he wore as he strolled along Manhattan's thoroughfares and described the 1936 Easter parade.

When the Blue was formed in January 1942 Hicks was taken on as an announcer and in March was appointed a special features reporter by G. W. Johnstone, director of news and special features. It was in his broadcast for *Men of the Land, Sea and Air* that Hicks displayed his skill as a reporter and a showman, convincing Johnstone he was the man to send abroad.

On this special series, featuring interviews with men of the armed services and the Merchant Marine, Hicks built dramatic broadcasts from the words of awkward and mike-shy youngsters. Given a tough merchant sailor as a subject, he not only made him talk, but in language that smelled of the salty sea.

In September 1942 Hicks became the first radio reporter to accompany a convoy to a far-off sea frontier, first on a small destroyer and then on a sub chaser, for a total of 18 days—for only 30 minutes of air time. But he considered his mission a success.

"I know now what I wanted to know," he said. "Next time I talk with one of these men on my program, I'll understand what they're talking about. And I think they'll feel a little easier, knowing that the man with the microphone is something more than a question box."

It was because he was "something more than a question box" that Hicks was sent overseas in December 1942 when Johnstone organized the Blue's overseas staff. He wasn't too pleased to be named manager of the London news office—he wanted to go to North Africa, Sicily. In September 1943 when Arthur Feldman joined the Blue's London staff, Hicks got his wish—he went to the North African theatre of operations at Algiers, and although he had missed the invasion of Sicily, he immediately scored his first scoop for the Blue. He was the only American radio or newspaperman to go with the Allied troops invading Corsica.

Then came southern Italy. With no recording equipment available for front line reporting, Hicks dashed to the front lines and back to a transmitter in Naples to report the war in Italy for Blue listeners in America.

When active planning for the coverage of the invasion began, Hicks was assigned with an engineer as a team for the naval invasion unit. For what followed, and is still following, turn on your radio and listen to any one of the Hicks recordings reaching the air daily via shortwave from London. They are classics in radio war reporting.

Personal NOTES

EVERETT L. DILLARD, general manager and owner of Commercial Radio Equipment Co. and licensee of KOZY, Kansas City FM outlet, was recipient of the company's Army-Navy "E" Award in ceremonies in Kansas City June 15. In attendance also were C. O. Simmons, radio engineer of the Washington office of Commercial Radio, and Velma Carter Mr. Dillard's executive assistant.

E. R. VADEBONCOEUR, news analyst of WSYR Syracuse, who recently returned from a 31-day tour of the Pacific war theatre, last week was elected a vice-president of Central New York Broadcasing Corp., operating WSYR. The announcement was made by Col. Harry C. Wilder, president.

VOLNEY HURD, director of the *Christian Science Monitor's* news roundups over MBS Monday through Friday, was the commencement speaker at the Leland Powers School of the Theatre and Radio on June 16. His topic was "Radio and Its Influence in World Affairs."

LEE McCANNE, secretary and assistant general manager of the Stromberg-Carlson Co., Rochester, and owner of WHAM Rochester, has been elected a director for district No. 2 of the National Federation of Sales Executives.

DWIGHT B. HERRICK, newly-appointed NBC war program manager, and acting manager of the NBC public service department, joined NBC as a page boy in 1934, and not in 1943 as inadvertently stated in a previous issue. Mr. Herrick has served as acting manager of guest relations since 1943.

FRANCES MARTIN Jr. has joined the sales department of the WOR New York recording studios, replacing Philip Cochrane, who has joined the armed forces.

JULIUS HABER, director of public relations for the RCA-Victor Division of RCA Mfg. Co., Camden, N. J., has been elected president of the B'nai B'rith Lodge of Camden.

WILLIAM A. WINTERBOTTOM, vice-president and general manager and director of RCA Communications, has completed 30 years service with the company.

FIN HOLLINGER, general manager of KDB Santa Barbara, Cal., has been elected president of the Santa Barbara Advertising Club.

WILLIAM B. RYAN, general manager of KFI-KECA Los Angeles, has been appointed consultant in health education to California Board of Public Health. Dramatic program, *The Unseen Enemy*, points up need for venereal disease control, and has been on KFI nine months.

G. A. (Dick) RICHARDS, president of WJR KMPC WGAR, has returned to the West Coast after several weeks in Detroit, and has taken up permanent headquarters at KMPC Hollywood.

DON E. GILMAN, Blue western division vice-president, is in New York for conferences. He returns to Hollywood early in July.

JAMES L. FOUCH, president of Universal Microphone Co., Inglewood, Cal., is the father of a boy.

RALPH H. PARKER has resigned from CKPR Port Arthur, Ont., after more than 13 years service. Mr. Parker will enter broadcasting for himself.

ALLAN W. KERR, former salesman at WOV New York, has joined WABC New York as account executive.

WILTON E. COBB, general manager of WMAZ Macon, Ga., has been made a member of the Emory U. Chapter of Sigma Delta Chi, professional journalism fraternity.

RICHARD C. CARR has been appointed manager of institutional advertising for Westinghouse Electric & Mfg. Co.

BOB JONES, advertising manager of General Foods, Toronto, was named chairman of the Joint Committee on Commercial Continuity [BROADCASTING, May 29] at the inaugural meeting on June 12 at Toronto. The committee, sponsored by the Canadian Assn. of Broadcasters, consists of members of the CAB, Canadian Broadcasting Corp., Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers. Arthur Evans, CAB secretary-treasurer, is secretary.

F. CLIFFORD ESTEY, former assistant general manager, American Zinc Products, Chicago, and prior to that assistant to the president, Crosley Corp., Cincinnati, has been named assistant to Burton Browne, president of Burton Browne Adv., Chicago.

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

PRESTIGE...

the power to make people smile

Prestige is the precious business ingredient that instills consumer confidence in an organization . . . the ingredient that brings a smile to a consumer's face when he or she hears your name.

Prestige is a mighty step on the road to consumer acceptance.

Prestige doesn't "just happen." It must be earned.

Many things contribute to a company's good name, the worth of the product, the philosophy behind a company, and the effectiveness of their advertising.

An imposing list of national and local advertisers have learned that WMFM and prestige-building are synonymous in Wisconsin.

The reason is WMFM's appealing combination of crystal-clear, static-free FM broadcasting, plus distinctive, quality programs keyed to the wants of the community. Another reason is the intense loyalty of the WMFM audience.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build good will and promote sales. Write, wire or phone for availabilities.

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

KROD

FOUR LETTERS that spell "RADIO AUDIENCE" *in the* El Paso Southwest

The CBS Station in El Paso, Tex.
Dorrance Roderick, Owner — Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
4 GROWING MARKETS GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

BEHIND the MIKE

EDD STEARNS Jr. has joined the Yankee Network as director of production at WNAC Boston. Mr. Stearns is a veteran of action in the Pacific and prior to the war was engaged in news and special events.

JAMES HOFFMAN, of the news staff of WQXR New York, has been named night news editor.

EDITH R. BRILL of the New York Regional News Bureau of OWI, has joined Evelyn Gerstein Assoc., New York publicity firm.

AL LEVY, business manager for Frank Sinatra and formerly with James Saphier Agency, Hollywood, last week joined the Hollywood CBS program department. Larry Berns, CBS producer in New York, is to join Mr. Levy to work on the building and auditioning of new shows and ideas on development of new talent. Both will operate as a new division of the program department, set up following a series of conferences between D. W. Thornburgh, CBS vice-president in charge of the western division, and Douglas Coulter, CBS vice-president in charge of programs.

STANLEY STEVENS, publicity manager of BBC in New York, left last week to set up his own radio public relations firm, which will open offices at 30 Rockefeller Plaza, New York.

RICHARD JESSEN has joined the announcing staff of WIP Philadelphia.

BEN PARKS, formerly of WWDC Washington has been added to the staff of KYW Philadelphia as summer relief announcer.

LT. JOSEPH NOVENSON, former announcer of WFIL Philadelphia and now a bombadier-navigator with the Army Air Force, has been returned to this country after completion of 50 missions over Italy and Corsica.

MIKE DUNN, announcer of WFDF Flint, Mich. has resigned effective June 24.

TED LE VEQUE has joined the production staff of CBR Vancouver. He was with CNRV, predecessor of CBR, in 1927, and returned to Vancouver a year ago to work in an airplane factory.

CPL. JACK MILLING and Sgt. Jack Chapman, both former announcers of KTSM El Paso, are in England, according to word received by the station last week.

RAY SIMMS, former announcer of WCHV Charlottesville, Va., is a new addition to the announcing staff of WMAL Washington.

GARRY GERARD has been named studio director at the Vallejo studios of KSRO Santa Rosa, Cal. Rolly Melville will announce from Vallejo. Michael Churchill, known on the air as Mike Dennis, is on a leave of absence from KSRO because of ill health.

RALPH THOMPSON, known on the air as Tommy Wheeler, has been transferred from the announcing staff to news editor of KIRO Seattle, succeeding Leonard Langlow, who will return to newspaper work as editor of the *Tacoma Times*.

RUTH FRANZEN, secretary to production manager of KFI-KECA Los Angeles, has been appointed an assistant producer.

PHILLIP PATTON, formerly production head of WOC Davenport, Ia., has joined the production staff of the Blue Network central division.

TYS TERWEY, for 6 years news editor and chief announcer of WNOX Knoxville, Tenn., has resigned to join the Overseas Branch of the OWI to aid in production of programs to be broadcast to the Netherlands. Joseph Leonard, radio technique instructor at the U. of Tennessee and formerly with KLZ Denver, has joined WNOX for the summer.

FRANK ALLAN, staff announcer of WWL New Orleans, has married Irene Schaefer of Topeka, Kan.

AMY SCHARF succeeds Larry Frommer as publicity director of WOWO-WGL Fort Wayne, Ind.

JIM GRAY, former program director of WHFC Cicero, Ill., has joined the announcing staff of WJJD Chicago replacing Russ Salter.

KENDALL CLARK, former scriptwriter of WWJ Detroit, has joined the CBS program writing staff.

DON RICH, former publicity man at WSYR Syracuse, has joined WJZ New York in a similar capacity.

MARIAN SIMPSON CARTER, program manager of *America's Town Meeting of the Air*, heard on the Blue, and Capt. Lyman A. Garber, USMC, were married June 9 at Camp Pendleton, Cal.

WARREN SAUNDERS and Nathan Norman have joined the announcing staff of WCOP Boston. Mr. Saunders has been released from the Army.

LEE VINCENT has been added to the announcing staff of WEEI Boston. Mr. Vincent has been program director at WIS Columbia, S. C., and formerly announced for WJAR Providence, R. I.

WILLIAM F. PALMER and William S. Haswell have joined the announcing staff of WPTF Raleigh, N. C. Mr. Palmer was formerly at WIS Columbia, S. C.

CAL FREDERICK, former announcer of KLZ Denver, has joined KFWB Los Angeles.

GEORGE L. CUMMINGS, released from the U. S. Coast Guard, has joined KFAC Los Angeles as announcer. He was formerly an announcer at KGB San Diego.

ED SANDFORD, a radio director for WEAF New York, has resigned to form a radio production firm in partnership with Bill Richman, freelance scriptwriter. Company, Sight-Sound Productions, has temporary offices at 18 E. 41st St., New York. Mr. Sandford has also been appointed radio director for Schacter, Fain & Lent, New York agency, which is entering the radio field for the first time. Radio accounts for both the production firm and adverising agency include Federal Razor Blade Co., New York; Renee Thornton Cosmetics, New York, and Eastern Wine Corp. (Chateau Martin Wine), New York.

ED LETSEN, formerly newscaster of KFAB-KFOR Lincoln, and KDYL Salt Lake City, has joined the news staff of KGO San Francisco.

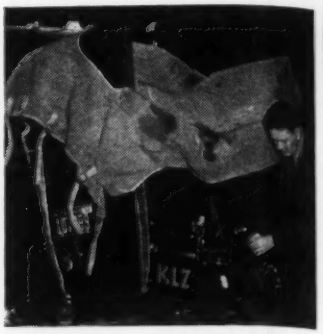
GEORGE FENNEMAN, announcer of KGO San Francisco, is the father of a boy.

MARIE HUFFMAN, formerly of WTOL Toledo, has joined KPRO Riverside, Cal., as writer.

RENEE BOZARTH, announcer of KGFJ Los Angeles, has been appointed station news editor and assistant to Carolyn Caro, program director. Jack Evans, formerly of KAVE Carlsbad, N. M., has been added to the KGFJ announcing staff.

DORIS ANDERSON is a new member of the WOR New York publicity department, replacing Naomi Clavans, resigned.

CHARLES B. SMITH, attached to the RKO radio studio publicity department, has taken on additional duties as West Coast representative for the newly organized RKO Television Corp.



PROBLEM OF CUTTING recordings of special ceremonies at Lowry Field, Col., without interference from the threatening rain was solved for Harold (Red) Stein, engineer of KLZ Denver, when an Army sergeant came to the rescue with the canvass top from a jeep.

ERNEST WERNER, assistant production manager of Robbins Music Corp., New York, on June 19 resigns to join Muzak Corp., New York, as program research assistant on music and industry programs. Mr. Werner was formerly associated with Columbia Recording Corp. as head of the market research department.

VIOLA ROSE has been appointed news editor of KERN Bakersfield, Cal. She replaces Lucille Moses, who continues as commentator.

LEWIS K. HILL, Richard McNamara, Lyle Selby, Charles Bright and Ivan Yoho have been added to the WINX Washington announcing staff.

GEORGE KAPEL, newscaster of KMJ Fresno, Cal., has assumed added duties as supervisor of news and special events.

JACK BEALL will replace Gregor Ziemer on WLW Cincinnati as commentator and regular member of the WLW-NBC *World Front Panel*. Mr. Beall spent several years as assistant chief of the *New York Herald-Tribune's* London News Bureau.

CBS Names Allen

GEORGE W. ALLEN, program director of WABC New York, has been appointed manager of CBS Pacific network programs and will take up his new post on the West Coast July 1, working under Hal Hudson, western program director. G. Richard Swift, account executive on the sales staff of WABC, with CBS since 1932, becomes WABC program director.

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
CHNS
Halifax, Nova Scotia
JOE WEED & CO.
350 Madison Avenue, New York
Representatives

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

The Gold's the same, but the pan has changed. "Production line" methods streamline the work of sourdoughs here in the northwest. Much of the nation's gold, copper, zinc, lead, silver and magnesite come from Inland Empire mines, rounding out a diversified source of income which includes agriculture, lumber, stock raising, manufacturing, fruit and truck gardening. KHQ's service is streamlined to meet the diversified needs of this area.

MARY MARGARET McBRIDE

PLUS THE AMAZING PULLING POWER OF WEAF

When WEAF and the National Broadcasting Company told listeners of plans to honor Miss McBride on May 31 for her 10th anniversary in radio with a recruitment drive for more women in America's armed services, here's what happened:

Just 3 brief announcements on the Mary Margaret McBride program brought in over 30,000 requests for tickets . . .

Within a week requests mounted to more than 42,000 . . . then Miss McBride asked listeners to send in no more requests. New York's Madison Square Garden was filled to capacity with a crowd of 18,500, including celebrities from all walks of life . . .

Newspapers throughout the country devoted thousands of lines to this news-worthy event . . .

And one more example was added to the already overwhelming evidence of the draw and influence of Mary Margaret McBride and WEAF . . . key station of NBC.

Advertisers are invited to check with NBC SPOT SALES on future availabilities on the Mary Margaret McBride program.

WEAF NEW YORK—NBC's Key Station
660 on your dial—50,000 watts

A Service of Radio Corporation of America

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW San Francisco

McIlhenny Co., Chicago (tobasco sauce), 3 *ta*, weekly, 26 weeks, thru Aubrey, Moore & Wallace, Chicago.
Bauer & Black, New York (Blue Jay Corn Plasters), 10 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Graybar Electric Co., San Francisco (audiphone), 30 *t* weekly thru Garfield & Guild, San Francisco.
San Francisco Brewing Co., San Francisco (beer), 5 *sa* weekly, 52 weeks, thru Emil Reinhardt Adv. Agency, Oakland, Cal.
Carter Products, New York (Arrid), 6 *ta* weekly, 52 weeks, thru Small & Seiffer, N. Y.
F. H. Pfunder, New York (Pfunder's tablets), *sp* weekly, thru Sorenson & Co., N. Y.
McKesson & Robbins, New York (Bax), 5 *ta* weekly, 13 weeks, thru Ivey & Ellington, N. Y.
Bathasweet Corp., New York, 3 *ta* weekly, 52 weeks, thru H. M. Kiesewetter Adv. Agency, N. Y.

KYW Philadelphia

Melville Shoe Corp., New York (Thom McAn Shoes), 3 *sp* weekly, 52 weeks, thru Neff-Rogow, N. Y. C.
Wildroot Co., Buffalo, N. Y. (hair tonic), 3 *ne* weekly, 52 weeks, thru BBDO., N. Y.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ox Bouillon Cubes), 5 *sa* weekly, 13 weeks, thru J. M. Mathes, N. Y.
Pillsbury Flour Mills Co., Minneapolis (flour), 5 *sa* weekly, thru McCann-Erickson, N. Y.
Plough, Inc., Memphis, (Mexsana), 3 *sa* weekly, thru Lake-Spiro-Shurman, Memphis, Tenn.

KGER Long Beach, Cal

William Wrigley Jr. Co., Chicago (chewing gum), 12 *sa* weekly, thru Ruthrauff & Ryan, Chicago.
Sunway Fruit Products Co., Chicago (Sunway vitamins), 6 *sp* weekly, 13 weeks, thru Sorensen & Co., Chicago.

WEAF New York

Horn & Hardart Baking Co., Philadelphia, *sp* weekly, 52 weeks, thru The Clements Co., Philadelphia.

WHO Des Moines

O'Cedar Corp., Chicago (Perma-Moth), 3 *sa* weekly, 39 weeks, thru Aubrey, Moore & Wallace, Chicago.
Studebaker Corp., South Bend (institutional), 5 *ne* weekly, 26 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Schreiber Milling & Grain, St. Joseph, Mo. (feeds), 3 *sp* weekly, 52 weeks, thru Simmonds & Simmonds, Chicago.
Dr. Scholl Mfg. Co., Chicago (Zino Pads), 6 *ta* weekly, 52 weeks, thru Donahue & Coe, N. Y.
Wenzel Tent & Duck Co., St. Louis (Eagle Brand Water Bags), 5 *sa* weekly, 13 weeks, thru Anfenger Adv. Co., St. Louis.
Goodall Co., Cincinnati (Palm Beach suits), 10 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Kellogg Co., Battle Creek (Kellogg Feeds), 5 *sa* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 5 *t* weekly, 52 weeks, thru Compton Adv. Co., N. Y.

KFWB Hollywood

G. Washington Coffee Refining Co., Morris Plains, N. J. (coffee), 15 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
E. Fougera & Co., New York (Ramsdell Sulphur cream), 5 *sa* weekly, 30 weeks, thru J. M. Korn, Philadelphia.
California Flyers, Los Angeles (training school), 3 *sp*, 17 *sa* weekly, thru Philip J. Meany Co., Los Angeles.
Seaboard Finance Co., Los Angeles (loans), 25 *sa* weekly, 52 weeks, thru Smith & Bull Adv., Los Angeles.
Willard Tablet Co., Chicago (proprietary), 3 *t* weekly, 52 weeks, thru First United Broadcasters, Chicago.

WJJD Chicago

Schoenhofen Edelweise Co., Chicago (beer), 6 *sa* weekly, direct.
Russell Electric Co., Chicago, 5 *sp* weekly, 52 weeks, direct.
Balaban & Katz, Chicago (movie "Going My Way"), 6 *sa*, weekly, thru M. M. Fisher Assoc., Chicago.

WNLC New London, Conn.

Cliquot Club Co., Millis, Mass. (ginger ale), 10 *t* weekly, thru N. W. Ayer, N. Y.
Ruppert Brewery, New York, 18 *t* weekly, thru Ruthrauff & Ryan, N. Y.
Taylor-Reed Corp., Mamaroneck, N. Y. (Cocoa-Marsh), 15 *t* weekly, thru Ruthrauff & Ryan N. Y.

KHJ Hollywood

Pillsbury Flour Mills Co., Minneapolis, 5 *sp* weekly, 13 weeks, thru McCann-Erickson Inc., Minneapolis.
Block Drug Co., Jersey City (Allenrue), 3 *sa* weekly, 52 weeks, thru Redfield-Johnstone, N. Y.

WLS Chicago

Oelwein Chemical Co., Oelwein, Ia. (Occo mineral compound), 3 *sa* weekly, 52 weeks thru Cary-Ainsworth, Des Moines.
Colgate-Palmolive-Peet, Jersey City, N. J. (Palmolive soap), 3 *sa* weekly, 39 weeks, thru William Esty and Co. N. Y.
P. Duff & Sons, Pittsburgh (Waffle and Muffin Mix), 5 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Ex-Lax, Brooklyn, N. Y., 9 *sa* weekly, 14 weeks, thru Joseph Katz Co., N. Y.
Feminine Products, New York (Arrid), 5 *sa* weekly, 52 weeks, thru Small & Sieffer, N. Y.

WABC New York

Curtis Pub. Co., Philadelphia (*Sat. Eve. Post*), 3 *sp* weekly, 13 weeks, thru MacFarland, Aveyard & Co., N. Y.
Dif Corp., New York (hand & household cleaner), weekly *sp*, 13 weeks, thru Grey Adv. Agency, N. Y.
Paramount Pictures, New York, 6 *sp* weekly, thru Buchanan & Co., N. Y.
Studebaker Corp., South Bend (institutional) 3 *ne* weekly, thru Roche, Williams & Cleary, Chicago.

KFRC San Francisco

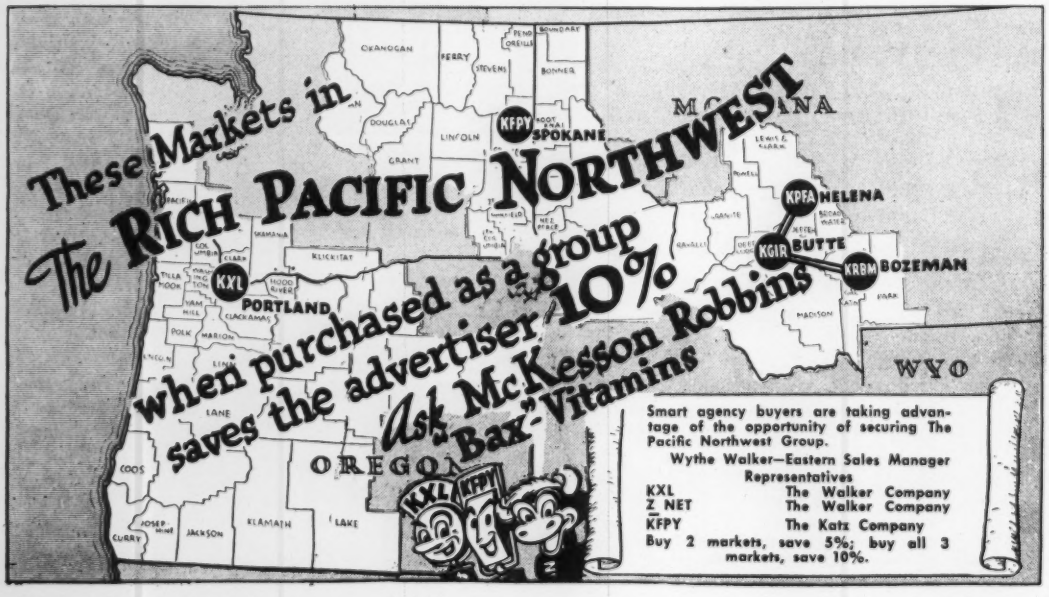
Standard Beverages, Oakland (Par-T-Pak Cola), 5 *sa* weekly, 52 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Coronet, Chicago (*Coronet*), 6 *ta* weekly thru Schwimmer & Scott, Chicago.
Associated Dental Supply Co., San Francisco (toothpowder), *sp* weekly, 13 weeks thru McCann-Erickson, San Francisco.
G. Washington Coffee, New York (coffee), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Grove Labs., New York (vitamins), 5 *sp* weekly, 26 weeks, thru Sherman K. Ellis & Co., N. Y.

WMAQ Chicago

Atlantic Brewing Co., Chicago (Tavern Pale beer) 3 *sp* weekly, 10 weeks, thru Campbell-Mithun, Inc., Minneapolis.
Curtis Publishing Co., Philadelphia (Saturday Evening Post), 62 *sa*, thru MacFarland, Aveyard & Co., N. Y.
Plough Inc., Memphis (Penetro, St. Joseph aspirin), 7 *sa* weekly, 52 weeks, thru Lake, Spiro, Shurman, Memphis.

WQXR New York

Alfred D. McKelvey Co., New York (Seaforth toiletries), 2 *sp* weekly, 52 weeks, thru Morse International, N. Y.
Minwax Co., New York (Preen), *sa*, 13 weeks, thru R. T. O'Connell Co., N. Y.
Seeman Bros., New York (food products), 6 *ne* weekly, 52 weeks, thru J. D. Tarcher & Co., N. Y.



FORUM DISCUSSES VIDEO FOR STORES

DEPARTMENT stores which are television broadcasters can make a profit by selling the evening hours to other advertisers, Sam Cuff, manager of WABD, Du Mont video station in New York, last Tuesday told a television forum conducted in the Du Mont studios by Irwin Shane, television consultant to the Arkwright Syndicate, for executives of several stores represented by Arkwright.

Mr. Cuff said one store has figured that for $350,000 it can erect a 250 kw sight-and-sound transmitter and get studio equipment including two cameras and a mobile unit mounted on a truck. During the day, Mr. Cuff reported, this store will use its video facilities to demonstrate its own wares, both to the home audience and to store visitors through receivers installed throughout the store, at a cost of about 85 cents a minute, at which rate a department might use a half-hour throughout the day for only $42. In the evening, he said, the store will sell time to other advertisers, estimating that it will net approximately $275,000 annually on the deal.

Mr. Cuff said that by television a saleswoman in a department can show merchandise very effectively, ending the demonstration by inviting the women to come in and ask for her by name. This idea was tested on a program for neckties, produced on WABD by Mr. Shane. The following day 68 people asked for her by name and purchased ties, he stated. Television programming was also discussed by Norman D. Waters, president of his own advertising agency, one of the first to experiment with television for department stores, and Thomas Riley, television director of William Esty & Co.

CIO Radio Series

UNITED RETAIL, Wholesale & Department Store Employes of America (CIO), union involved in the recent Montgomery Ward strike is planning a radio series which will comprise social, economic and cultural benefits offered by a union to members and to the country. No controversial issues will be aired. Full announcement of the series under the direction of Carl Riblet, Chicago public relations councelor, and Samuel Wolchok, president of the URWDSEA, will not be made until later in the season. Mr. Riblet handled the union's advertising campaign during the Ward dispute.

Correction

GOODKIND, Joice & Morgan, Chicago, is the agency for the Kerr Glass Mfg. Co., Los Angeles. It was incorrectly reported in the May 5 issue of BROADCASTING, Business of Broadcasting Dept., that Blaine-Thompson Co., New York, handled the account on WGY Schenectady.

SIDENY P. MORSE, Chicago radio agent and talent scout, has left General Amusement Corp., Chicago, to head the radio department of Consolidated Radio Artists, Chicago.

*160

*160

YOU'LL FIND IT AT BOTH PLACES

They bury it at KNOX *(fort)*

They spend it in KNOX *(ville)*

Fort Knox is a little beside the point . . . but people in Knoxville are spending money! Take a look at the figures!* Sales Managements "Retail Sales and Services Forecast for June 1944" with June 1943 as a base of 100%, showed Knoxville with an increase to 160%. So all the wealth isn't at Fort Knox! See for yourself . . . tell the Knoxville market about your merchandise, they're eager to hear about it!

QUICK FACTS *KNOXVILLE: Now a city of more than 200,000 . . . its Metropolitan area includes ALCOA and other big industries . . . has highest percentage of radio homes of any Tennessee city . . . is the Home of TVA!*

"Copr. 1944, Sales Management Survey of Buying Power; further reproduction not licensed."

WROL WBIR WNOX

KNOXVILLE • TENNESSEE • HOME OF TVA

ALASKA

More listeners per $ through **KFQD**

COVERING METROPOLITAN AREA OF ALASKA

790KC—1000W

First in Alaska

ALASKA BROADCASTING CO.
Anchorage, Alaska

National Representatives:
Pan American Broadcasting Co.
New York 17, New York

KGW

PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
EDWARD PETRY & CO., Inc.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD—117 West 46th Street, New York, N. Y.

Agencies

L. MARTIN KRAUTTER, vice-president of Stockton, West, Burkhart, Cincinnati, and prior to that, advertising and sales promotion manager of Crosley Corp., has been named vice-president and account executive of Henri, Hurst & McDonald, Chicago.

KATHRYN SHANAHAN of the timebuying staff of Hixson-O'Donnell Adv., New York, has been appointed chief time buyer of the agency. Stanley F. Ellsworth, of the copy staff, has been named copy chief.

RUSSELL BRANCH, formerly copy chief of Tracy Kent & Co., New York, previously with RCA Mfg. Corp., has joined the creative staff of Fuller & Smith & Ross Inc., New York.

MOSELLE ADV., New York, has changed its name to Moselle & Eisen with Henry Eisen, account executive, as partner. Agency has moved to 522 Fifth Ave. Telephone is Murray Hill 2-2651.

NEW CENTURY ADV. Co. is the name of the new agency established by C. R. Gigli at 551 Fifth Ave., New York.

JERRY LAW, former program director of WINS New York, has joined Hirshon-Garfield Inc., New York, as director of radio. Agency has been functioning without a radio director for some time.

MALCOLM WILDER, formerly on the copy staff of Marschalk & Pratt, New York, has joined Moser & Cotins, New York.

JOHN P. BRODERICK, director of public relations of Doremus & Co. New York, has been elected a vice-president.

MAX B. SACKHEIM, former president of Sackheim & Scherman and in recent years president of the Brown Fence & Wire Co., has joined Franklin Bruck Adv., New York, as vice-president and member of the plans board.

JAMES MILLER, former real estate editor of the *Pittsburgh Press*, Pittsburgh, Pa., has joined N. W. Ayer & Son, Inc., Philadelphia.

GLENN H. COX, formerly of Eldridge—Northrop Inc., Trenton, N. J., has joined the staff of Beaumont, Heller & Sperling, Reading, Pa.

HARRY KERR, commercial writer of J. Walter Thompson Co., Hollywood, on CBS *Lux Radio Theatre*, has been commissioned a lieutenant (j.g.) in the Navy.

JOHN S. GRAETZER Jr., former manager of food campaigns of the Office of War Information, has joined Lennen & Mitchell, New York, as account executive.

WESLEY WINNING, assistant treasurer of Richard A. Foley Adv., Philadelphia, has been appointed media director, succeeding Russell Gray Jr., advanced to account executive.

GLADYS RACE and W. Thornton Purkis have been admitted to a limited partnership in the Thornton Purkis adverising agency, Toronto. Miss Race has been with the agency for many years, and W. T. Purkis is at present overseas with the Canadian Army.

MANNY MANHEIN, Hollywood writer of J. Walter Thompson Co., and Martha Merrill, magazine writer, were married June 9.

SARA LIPSEY, formerly on the copy staff of the Namm Department Store, Brooklyn, has been appointed copy chief of the Chernow Co., New York. Robin Fersten, former publicity director for Junior Frocks, New York, has been named publicity chief.

Brew, Linder and Owen Vice-Presidents at K & E

Mr. Linder

Mr. Brew

THREE NEW appointments to vice-president at Kenyon & Eckhardt, New York, are John V. Brew, formerly with Pedlar & Ryan, N. Y., executive on the Kellogg Co. account; Ralph Linder, formerly with Kroger Grocery & Baking Co., executive on the Standard Brands account; and Franklin Owen, formerly with Tracy, Locke & Dawson, N. Y., who is account executive for the Quaker State Oil Refining Corp., the Wesson Oil & Snowdrift Sales Co., and RCA-Victor.

Mr. Owen

SAM KRUPNICK, co-founder and former half-owner of the Padco Adv. Co., St. Louis, has opened his own agency, Krupnick & Assoc., at 3607 Olive St., St. Louis.

C. L. LANDON, in charge of the plans and research department of Ivey & Ellington, New York, has been elected vice-president.

SHERMAN & MARQUETTE, New York, has moved to 10 Rockefeller Plaza, New York. Telephone is CIrcle 6-1550.

HELEN SHERVEY, former manager of the booking and business office of NBC's program department, has joined Compton Adv., New York, as business manager of the radio department. She replaces Lee Graves who entered the armed forces.

WALLACE H. GOLDSMITH Jr., formerly with the National Assn. of Manufacturers, has rejoined McCann-Erickson, New York, as a member of the foreign department.

Coast Agency Expands

IN LINE with expansion of operations, Pacific Coast Adv. Co., San Francisco, has established Southern California offices at 1680 N. Vine St., Hollywood, and appointed Irvin S. Atkins resident manager and radio department director. In that capacity he will supervise production of Hollywood-originating programs serviced by the agency. These currently include weekly NBC *A Song Is Born* and thrice-weekly *Red Ryder* on Blue Pacific stations, both sponsored by Langendorf United Bakeries. Mr. Atkins was formerly assistant to John Guedel, Hollywood vice-president in charge of radio for Russel M. Seeds Co., and prior to that, assistant radio director of Dan B. Miner Co., Los Angeles agency.

Mr. Atkins

Mullen to New Agency

JOHN A. MULLEN, who resigned recently as head of the editorial and production division of the Office of War Information, and as deputy director of the New York office, has been appointed director of the commercial writing department of Doherty, Clifford & Shenfield, New York, new agency. Mr. Mullen held a similar post at Benton & Bowles, New York, which he joined in 1934, later taking charge of some divisions of radio script and production. He was vice-president of B&B in 1943, when he left to join the OWI as copy chief of the domestic bureau. He resigned from the OWI May 31 of this year.

Mr. Mullen

Birch Named V-P

CHESTER T. BIRCH, account executive with Pedlar, Ryan & Lusk, New York has been appointed vice-president of the agency. Mr. Birch will continue to handle the Proctor & Gamble account. Before becoming a member of the Pedlar & Ryan concern two years ago, he was associated with the staff of Sherman K. Ellis & Co., New York.

Mr. Birch

MURRAY GRABHORN manager of Blue Spot Sales, has a new grandchild, his second, born to his daughter Mary, wife of Lt. Robert J. Stewart. Child has been named Robert DeWald.

WILLIAM J. MOLL, executive of Geyer, Cronell & Newell, New York, has been elected to the board of directors of the National Publicity Council for Health and Welfare Services.

WALTER BUNKER, Hollywood producer of Young & Rubicam on the NBC *Jack Benny Show*, has shifted to New York, assigned to the NBC *Allan Young* program, summer replacement for *Time to Smile*, sponsored by Bristol-Myers Co.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

MEET MY NEIGHBOR LADY

Dear Folks -- You oughta see the mail my Neighbor Lady gets! Last year 80,123, and more'n 3,000 a week so far this year. Real "money mail", too, with cash for everything from brooder-houses to hosiery.

This year, just thru' April, she's sold 20,046 pairs of stockings, 8,456 packages of deodorant, 7,900 packages of breakfast food, 3,863 packs of stationery. The same flour's participatin' for the third year. For a washin' powder, she got distribution in the whole WNAX five-state market, all by herself. A seasonal advertiser uses her all-year to insure bein' on her program at his peak season.

Mark my word, the WNAX Neighbor Lady will get more'n 150,000 pieces of mail this year. She's doin' a mighty low-cost sellin' job. Betcha she can do it for you.

Yours truly, *Big Aggie*

America's TALLEST Radio Tower

570 on the dial **WNAX** *The Billion Dollar Market* SIOUX CITY · YANKTON

A Cowles Station • Affiliated with Columbia • Represented by the Katz Agency

Radio Advertisers

GRUMMAN Aircraft & Engineering Corp., Bethpage, Long Island, N. Y., last week started a series of one minute transcribed spot announcements on four New York stations: WJZ WOR WNEW WMCA. Plans are also underway to use five more stations in the New York area starting this week. Campaign is for institutional advertising. Agency is Charles W. Hoyt Co., New York.

SPARKLETTS DRINKING Water Corp., Los Angeles (bottled water), with European invasion June 6 started heavy daily newscast and flash bulletin schedules on seven stations. Station list includes KFAC KWKW KPAS KMPC KGFJ KFI KHJ. Agency is Raymond R. Morgan Co., Hollywood.

CHICAGO TRANSFORMER Corp., Chicago (war plant), began sponsorship June 7 of *Two Ton Baker*, quarter-hour program, six days weekly, on WGN Chicago. Contract is for 13 weeks. Agency is Lieber Adv., Chicago.

BLUE STAR FOODS Inc., Rockford, Ill. (Blue Star Potato Chips), has named Howard H. Monk Co., Rockford, as advertising agency. Radio is said to be considered.

YOUNG PEOPLE'S Church of the Air, Philadelphia, sponsor of a program of the same name heard on MBS and various independent stations, has contracted with WLIB Brooklyn for a six-weekly half-hour period at 8 a.m. for a religions program remote from Philadelphia. Contract for 52 weeks was placed through Harry A. Zoog Co., Philadelphia.

WANDER Co., Chicago (Ovaltine), on June 11 started Frank Singiser's Sunday 7:30-7:45 p.m. news period on WOR New York for 13 weeks. Agency is Hill Blackett & Co., Chicago.

BACHARACH STUDIOS, Newton, Mass., for its photographic studio branch in Philadelphia, has begun sponsorship on WCAU Philadelphia of *The WCAU Washington Reporter*, a question-and-answer information series, Thursdays 6:15-6:30 p.m. Started June 15 for 13 weeks, account placed by Needham & Grohmann, New York.

CHEMICAL RESEARCH Foundation, Wilmington, Del., has taken over the sponsorship of the all-night program of WHAT Philadelphia to introduce its new product, Sterilin, a medicated antiseptic cream. Started June 13 and continuing indefinitely the all night-news and record show is aired from midnight to 7 a.m. every day except Monday and is titled *All Through the Night*. Radio campaign coincides with a heavy newspaper campaign in the Middle Atlantic area. Account is handled through Vernik Adv. Agency, Philadelphia.

IF YOU SELL

CLOTHES

(OR SOUPS OR SOAPS!)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many suits and shirts that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

ANA Publicity Group

CHARLES C. CARR, director of public relations and advertising of Aluminum Co. of America, has been reappointed chairman of the public relations committee of the Assn. of National Advertisers. Serving on the committee, which includes some new appointments are:

Marshall Adams, Mullins Mfg. Co.; Vernon D. Beatty, Swift & Co.; S. A. Boyer, New York, New Haven & Hartford RR Co.; Allan Brown, Bakelite Corp.; Charles B. Brown, RCA Victor Division, RCA; W. Howard Chase, General Mills; Northrop Clarey, Standard Oil Co. (N.J.); Gordon E. Cole, Can Manufacturers Institute; H. W. Forster, Western Electric Co.; Clark R. Gamble, Brown Shoe Co., Inc.; Paul W. Garrett, General Motors Corp.; William A. Hart, E. I. du Pont de Nemours & Co.; J. C. Long, Bethlehem Steel Co.; Allyn B. McIntire, Pepperell Mfg. Co.; G. S. McMillan, Bristol-Myers Co.; J. P. Miller, Pet Milk Sales Corp.; Robert S. Peare, General Electric Co.; G. Edward Pendray, Westinghouse E. & M. Co.; Wilmot P. Rogers, California Packing Corp.; H. M. Shackelford, Johns-Manville Corp.; F. J. Solon, Owens-Illinois Glass Co.; P. L. Thomson, Western Electric Co.; E. A. Throckmorton, Container Corp. of America; W. G. Werner, Procter & Gamble Co.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, has added WAAT Newark to list of stations carrying a transcribed version of *Lutheran Hour*. Contract for a weekly half-hour period went into effect June 11. List now totals some 150 stations. Agency is Gotham Adv., New York.

STANLEY TALBOT has been appointed assistant to the president of Petri Wine Co. San Francisco. Mr. Talbot was formerly advertising manager for the Pabst Sales Co., Chicago.

KAY PREPARATIONS, New York, has resumed advertising on WLIB Brooklyn for its Formula 301 skin lotion with a 52 week contract for seven programs of recorded music weekly. Firm continues music participations on WAAT Newark and may expand radio schedule in the fall. Business placed direct.

J. A. STRAKA, assistant to the president of Colgate-Palmolive Peet Co., Jersey City, has been elected a vice-president.

ATLAS BREWING Co., Chicago, (Atlas Prager Beer) begins sponsorship June 20, of a half-hour musical show titled *Jobs for GI Joe*, every Tuesday, 8-8:30 on WBBM Chicago. The 52-week contract was placed by Olian Adv. Agency, Chicago.

PETROLEUM HEAT & POWER Co., Stamford, Conn., producers of domestic and industrial oil burners and fuel oil, has signed a 52-week contract with WHN New York for a five-times weekly quarter-hour program combining Reuters news with *Name You Will Remember*, the latter a live script feature. Sponsorship started June 2 in behalf of oil and oil burner service. Business was placed direct.

TEMPLETON RADIO Co., Mystic, Conn., through its new agency, Peck Adv., is releasing its first consumer advertising. Promotion is confined to space at present but spot radio is included in the long-range plans.

NEWARK CHEESE Co., New York, has placed its account with J. G. Proctor Co., New York. Radio plans are said to be included.

W. M. & A. Motor Lines, and the Stephens Gift Ship, Washington, D. C., have signed for cooperative sponsorship of *Baseball Today*, 6:45 p.m. Sundays, on WOL Washington. Account was placed through Lewis Adv. Agency, Washington.

WEBER SHOWCASE & FIXTURE Co., Los Angeles (employment), following a six-week layoff, on July 17 resumes daily quarter-hour early morning newscast on KNX Los Angeles. Contract is for 52 weeks. Agency is Dozier-Graham-Eastman Los Angeles.

PLAQUE PRESENTATION is made to KTSA San Antonio by the Junior Chamber of Commerce for outstanding cooperation by the station in assisting the local Junior Chamber during 1943-1944. Presenting the certificate of cooperation is Carl Stromberger (left) Junior Chamber president. Others are (l to r): Charles Lutz, KTSA promotion manager and JC member, Phil Bate, JC member, and George W. Johnson, KTSA general manager, who received the plaque on behalf of the station. KTSA presents a 15-minute weekly evening program titled *Your Junior Chamber of Commerce Speaks*.

Serutan Signs

SERUTAN Co., of Jersey City, has signed for Sunday 7:15-7:30 p.m. on the full Blue network effective July 23. A commentator will probably be used. Drew Pearson, sponsored by Serutan Co. in the adjacent period on the Blue 7-7:15 p.m. Sunday, will be expanded to the full network from 116 stations with commercials shifted from Serutan to Nutrex, a nutritional concentrate handled by Serutan Co. Agency is Raymond Spector Co., New York.

SOCIETY for Individual Freedom (opposing state socialism), Toronto, has started daily broadcasts on CKCL CFRB Toronto, and expects to expand to other Canadian cities. Account is placed by Baker Adv., Toronto.

CARIBE MOTORS Corp., San Juan, Puerto Rico, distributor of General Motors Cars and trucks and Fruehauf trailers, has appointed the San Juan office of McCann-Erickson Inc., to handle newspaper and radio advertising.

KENNEDY MFG. Co., Montreal (insecticide), has started five weekly transcribed spot announcements on nine Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.

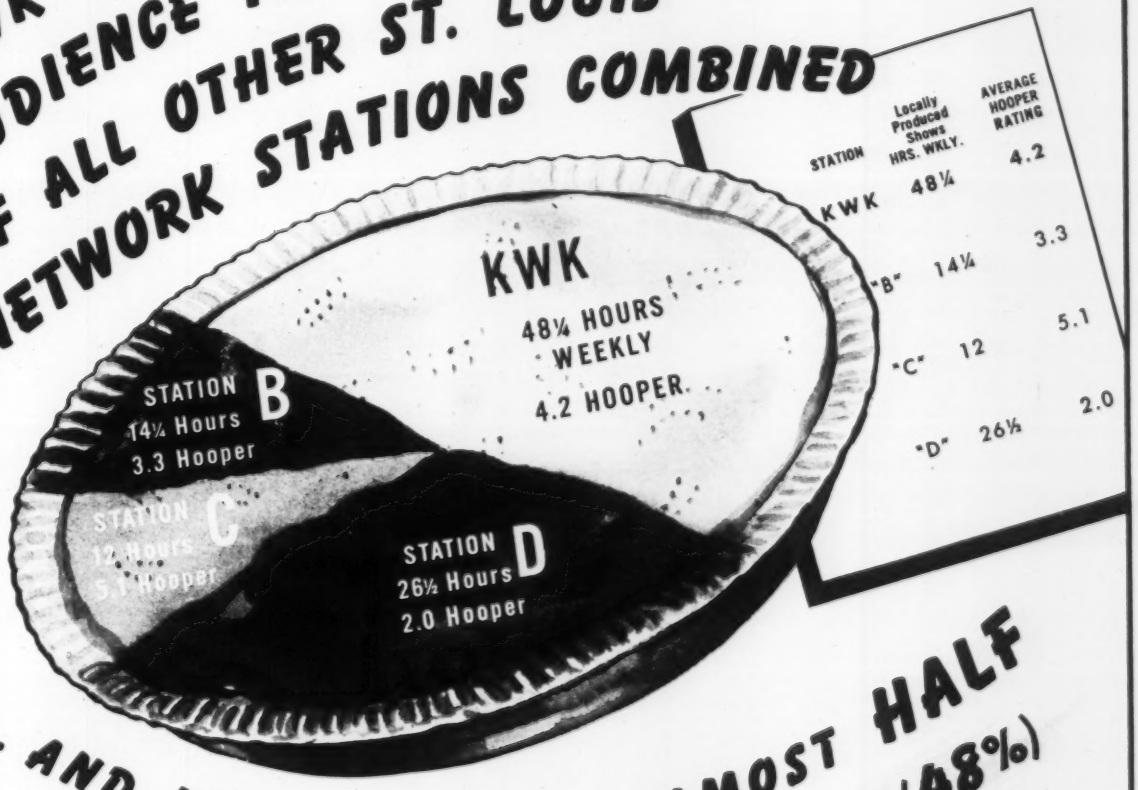
WILSON FLY PAD Co., Hamilton, Ont., has started one-minute vocal programs nine times weekly on 21 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

COLISEUM ENTERPRISES, Chicago (Alaskan Stampede show), began sponsorship June 4 of an extensive spot campaign, featuring 5 to 10 transcribed announcements daily on following local Chicago stations: WBBM WAAF WCFL WIND WJJD WAIT WGN WENR WMAQ WLS WCRW WGES WSBC WEDC WHFC and WJOB Hammond, Ind. Announcements promote musical show "Alaskan Stampede," which opened at the Chicago Coliseum June 16. Contracts are short term on a renewal basis. Agency is Malcolm Howard Adv. Agency, Chicago.

FRED W. AMEND Co., Danville, Ill. (Chuckles Candy) began series of 104 time signals June 8 on WMAQ Chicago in addition to its regular schedule. Contract is for 52 weeks. Agency is George H. Hartman Co., Chicago.

on locally produced shows
8 a.m. to 10 p.m. Mon. thru Fri.

*C. E. HOOPER GIVES KWK A 20% GREATER AVERAGE AUDIENCE THAN THE AVERAGE OF ALL OTHER ST. LOUIS NETWORK STATIONS COMBINED



. . . AND KWK PRODUCES ALMOST HALF (48%)

All St. Louis network stations *combined* broadcast 101 hours of locally produced shows. KWK *alone* broadcasts 48¼ hours or 48% of the total.

The average Hooper rating on locally produced shows for all St. Louis network stations (except KWK) is 3.5. The average Hooper rating on KWK locally produced shows is 4.2 or 20% better than the average for all other St. Louis network stations *combined*.

KWK produces 91% as much as all other St. Louis network stations *combined*.

* All ratings, 8:00 A. M. to 10:00 P. M., from C. E. Hooper "Continuing Measurement of Radio Listeners," Monday through Friday, October 1943 through February 1944.

ST. LOUIS
KWK
MUTUAL

ST. LOUIS
HOTEL CHASE

IN ST. LOUIS THE TREND IS TO KWK

PAUL H. RAYMER CO., Representative

Stations' Handling of D-Day News Continues at Top Speed

More Reports on Invasion Coverage by Local Stations Show Radio Coverage Was Complete

AT THE END of invasion week, reports from stations throughout the country, telling of the way they handled D-Day [BROADCASTING, June 12] continued to pour in after press time. The following stories on invasion coverage by U. S. stations wind up BROADCASTING'S report:

In a full-page ad in the *New York Sunday News* on June 11, WABC New York, key station of CBS, extended "a vote of thanks to the other networks for joining us in the great radio pool for invasion." Copy continued: "This emergency pooling of the keenly competitive foreign staffs of all networks and their joint use of limited transatlantic radio channels have enabled all four networks to perform the greatest public service in the history of radio broadcasting. . . ."

Following publication of the ad, CBS received congratulatory telegrams from Theodore C. Streibert, executive vice-president of MBS, and G. W. Johnstone, Blue network director of news and special features.

At WNAX Yankton, S. D. Art Smith, program director, Al Constant, Russ Van Dyke and Whitey Larson, newscasters called between 50 and 75 small towns throughout the WNAX area, informing operators that "Now is the time to sound bells and sirens." As a result, WNAX was able to report 100% coverage of the entire area, with all scattered rural communities being notified of the historic event.

In Tulsa, crowds blocked traffic at 4th & Main on D-day to hear invasion news as it came from the KTUL news board. Flashes, bulletins and special news periods supplemented regular news casts. John Esau, KTUL general manager had long ago worked out details for installation of an amplifier on the billboard with KTUL news editor Glenn Condon and chief engineer Bob Snider. Five newscasts daily issued from the loudspeaker.

Paper Praises WFBG

The *Altoona Weekly American* carried a banner headline in its June 10 issue praising WFBG Altoona on its service during June 6. Streamer headline read: "WFBG Makes History on D-Day." The station remained on the air 21 hours, the paper stated in hailing general manager Roy Thompson for his splendid service to the community.

WMAZ Macon, Ga., published and distributed a one-page "extra" announcing the invasion and calling attention to the fact that WMAZ would provide complete news coverage. The sheet, prepared about a month in advance, scooped the local newspaper extras in reaching the streets.

WNAC Boston, key station of the Yankee Network, carried all-night coverage of the invasion with local and Mutual news.

WFDF Flint, Mich. reported enthusiastic response from Michigan war plants after the station provided hourly AP and Press Radio spot news summaries of the invasion teletyped to war factories in Saginaw, Bay City, Grand Rapids and Lansing.

In Hartford on June 6, WTIC studio engineer Bill Marks, due to go off duty at 1 a.m. had a hunch something might break and stayed at his post. At 3:32 when the now historic event was broadcast, Mr. Marks made a recording, which since was replayed over WTIC several times in response to hundreds of requests.

KHUB Watsonville, Cal., made a large bulletin board in the early morning hours of June 6 complete with maps, pictures and news bulletins. Sign was displayed in local department store window.

WKZO Kalamazoo, Mich., made phone calls to advertisers and friends who requested to be called the moment the invasion broke.

WING Dayton, announcer Jack Zeigin arrived at the studio on D-Day to find that the *A* key on the teletype had broken and the news dispatches were minus the letter of the alphabet.

Copies of Prayer

WCHS Charleston, W. Va., sent out mimeographed copies of the *President's Prayer*, broadcast to the nation on June 6, in response to numerous requests.

KSO-KRNT Des Moines news staff got a break on invasion morning as all members of the staff were on duty when the news came through on the wire. Reason was the Iowa primary elections.

WNBC Hartford, Conn., went on the air shortly after the invasion. Throughout the day all commercials were cancelled and religious leaders urged the listeners to attend prayer services.

WPAY Portsmouth, O., had been staying on the air each night prior to D-Day until 3 a.m. When the news finally was flashed WPAY covered the invasion on 24-hour basis for the following three days.

KDYL Salt Lake City cancelled all commercial announcements on D-Day and the day following with the local announcements being converted to appeals to buy bonds, donate blood, etc. 24-hour service was maintained by KDYL.

The first regular aerial newspaper, the *Up-to-the-Minuteman*, edited by the WBZ-WBZA Boston-Springfield Esso Reporter, brought last minute news of the invasion to passengers on Northeast Airlines flights out of Boston.

CHECKING LATEST communiques on the Allied landings are Elmer Petersen, NBC commentator (left) and William F. Brooks, director of news and special events.

GOV. KERR'S PRAISE
Compliments Radio Industry On Invasion Coverage

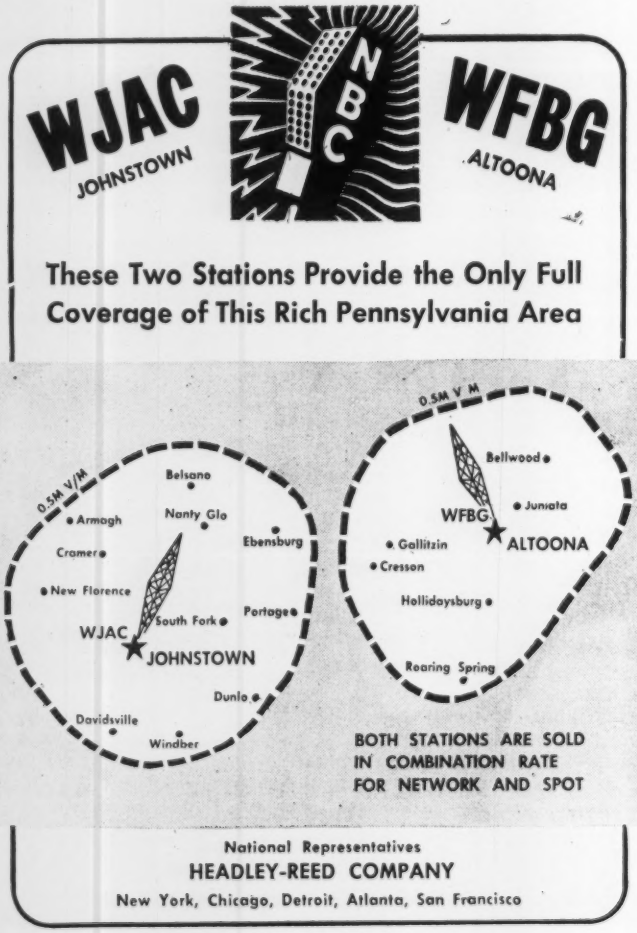
GOVERNOR ROBERT S. KERR of Oklahoma, paid high tribute to the radio industry on the weekly broadcast of KVOO Oklahoma City's program, *"Confidentially, Governor—Why?"* The Governor cited radio's dollar sacrifice in dispensing with commercials during the hours of great interest in the news and also the expense incurred by networks and stations in delivering the background and current developments to the public.

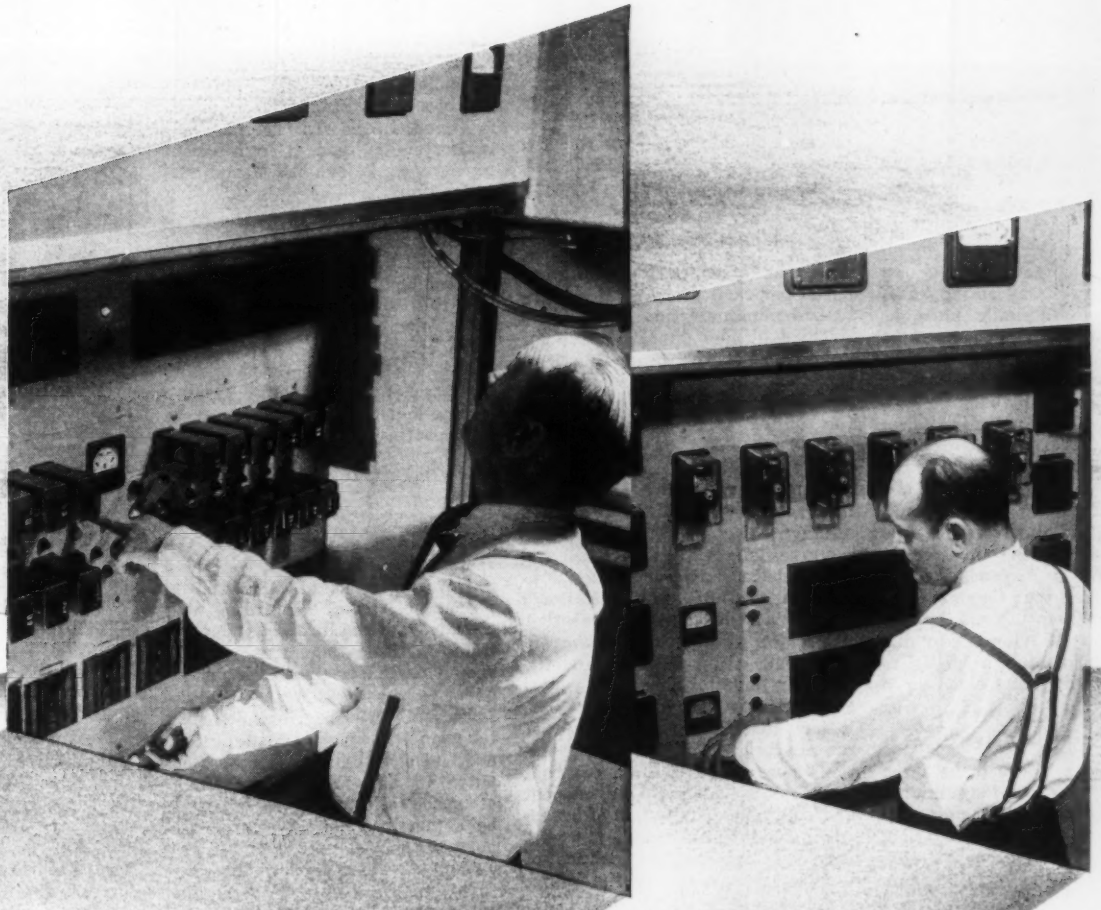
CBC Crew in Europe To Cover Allied Drive

A STAFF OF Canadian Broadcasting Corp. correspondents and engineers is now with the Canadian Army liberating France. Matthew Halton and Marcel Ouimet were correspondents going over with the first Canadian troops to land in France on June 6. Halton has covered the evacuation at Dunkirk four years ago, the fighting in North Africa from El Alamein to driving the Germans and Italians out, and landings in Italy. Ouimet covers the CBC French-language network. With the invading troop ships were Andrew Cowan, CBC Toronto and Bill Herbert, CBR Vancouver.

Engineers going into France are headed by Arthur Holmes, CJBC Toronto, who covered the Blitz of Britain for the CBC with recordings, and Alex McDonald, CBL Toronto; Harold Wadsworth, CBO Ottawa; and Paul Johnson, CBK Watrous. In Italy are correspondents Peter Stursberg, CBR Vancouver, and Benoit Lafleur, CBF, Montreal, with engineers Lloyd Moore, CBL Toronto, and Joseph Beauregard, CBF, Montreal.

A. E. Powley, CBC newsroom Toronto, is chief editor for CBC in London; John Kannawin, CBC Winnipeg, is director of all CBC activities overseas, with headquarters in London.





CONSIDER *Simplicity of Control*

WHEN YOU SELECT A NEW TRANSMITTER

Easy to put on the air, easy to keep on the air . . . that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.
2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.
3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.
4. Simplified Circuits—require a minimum of tubes . . . no tricky wiring.
5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: ***Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08080

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

. . . AM • ELECTRONICS • FM

Modernizing Communications Law

(*Continued from page 15*)

field is under consideration and appears likely.

Airmail in this country and abroad provides much quicker and better service than it did in 1934. The Army and Navy, under the stress of war, have expanded their communications systems out of all semblance to those existing ten years ago. In broadcasting, FM, television and facsimile must be reckoned with. Provision must be made for industrial uses of electronics. If the old law is outmoded, this is the time to change it.

There has been much criticism of the 1934 Act and more criticism of the manner in which the Commission—and particularly Mr. Fly, the chairman of the Commission—has administered it. I do not intend to become involved in that controversy beyond the observation that the Commission's actions have been upheld by the Supreme Court. Obviously any different legislative intent needs to be more carefully expressed in a new law now.

Three Main Flaws

There appear to me to be three basic defects in the 1934 law:

First—Our radio licensing system should have one, and only one, objective—the prevention of interference between the users of radio frequencies so that the maximum usefulness of radio to all the people may be assured. That was the single objective of the 1927 Act.

Second—Regulation of the many different services using radio should be a separate and distinct function. The use of the licensing power as a device for regulating business practices gives thoroughly bad administration of both.

Third—Under the 1934 Act not only were both these functions combined and confused in a single agency but neither the powers nor the duties of this agency were defined much beyond the standard of "public interest, convenience and necessity" which, like a kimono, covers everything but touches nothing.

These defects are structural and should be a matter of concern to all branches of communications. The Act is deficient in one other respect of primary importance to the broadcasting industry and the listening public. Since the repeal of the Davis Amendment in 1936, it has contained no formula for the allocation of broadcasting stations nor any indication of what Congress considers a fair, efficient and equitable distribution of broadcasting service to be.

In my opinion, the failure of Congress to specify, and the failure of the Commission to develop an adequate framework, has led to a mal-distribution of stations which underlies most of the industry's troubles in the standard broadcasting band. In the absence of a clear understanding of Congressional purpose, conditions in FM and television will be much worse.

It will be difficult to correct these defects by amendments to the 1934 Act and I am under no illusions as to the amount of work the industry and the Congress must do before a complete new law is written. Even so, I suggest the following broad outline. Non-broadcasting services are discussed only because it is impossible to disentangle broadcasting without doing so.

Frequency Assignment

Assignment of Radio Space to Services. The FCC now has jurisdiction over some parts of the spectrum while others are devoted to Government uses by Presidential Executive Order. Congress, with the advice of the Interdepartmental Radio Advisory Committee (IRAC) should designate the bands of frequencies to be used for national defense, safety of life, broadcasting, telephone, telegraph, amateurs, industrial electronics, and others entitled to use radio. The amount of space allotted to each should be determined by its relative importance. National defense frequencies will, of course, continue to be administered by the Army and Navy and are excluded from the subsequent discussion.

Technical Service Specifications. Experience indicates that, with the exception of broadcasting, there will be little difficulty defining the technical service to be rendered within the bands thus designated. For broadcasting allocation purposes, particularly for FM and television, the "public interest" is not a sufficiently explicit standard. Doubt has been expressed that Congress through its unwieldly processes can prescribe a better standard. I do not share that doubt.

Drafting of Rules

An allocation formula for broadcasting is certainly no more complex than our tax structure. And clearly it is for Congress to say whether broadcasting stations should be integrated geographically, should be distributed in accordance with population, should be distributed so as to provide outlets for four national networks or whether some entirely new plan will produce the maximum in social benefits. Whatever the plan, Congress should write it.

Licensing. Rules implementing the specifications laid down by Congress should be drafted by the licensing agency. They should cover the details after the policy has been established in the same manner that the income tax regulations prepared by the Commissioner of Internal Revenue implement our basic tax laws. Granting licenses for ships, planes, amateur and industrial users under these regulations would be a routine administrative matter. What few conflicts there have been in the past between the telegraph companies will disappear if a foreign merger is approved.

SEEING THE INSIDE operations of a network is Fred Lounsberry (right), son of I. R. Lounsberry, (left), executive vice-president of WKBW, CBS Buffalo affiliate, and member of the CBS Affiliates Advisory Board, which met recently in New York. Father and son chat with Norman Corwin, producer, director and author of CBS series *Columbia Presents Corwin.*

Most of the trouble will come in assigning channels for broadcasting. Even in broadcasting, when there are no interference conflicts under the regulations, many licenses are granted as pure routine. The machinery for handling conflicting applications in all services is described later.

My preference for the licensing agency would be a single individual as administrator. He should have authority to employ such expert assistance—engineers, lawyers, etc., as he might require. Once a year, or more frequently if he felt it necessary, he should report to Congress and make recommendations for changes in the law.

Adjudication. Separated as completely from the Radio Administrator as the Tax Court is separated from the Commissioner of Internal Revenue, there should be a radio court of three members. Its function should be to adjudicate controversies and to interpret the law and regulations. Any action of the administrator could be taken to the radio court by any interested party and the administrator should be required to refer to the court for adjudication all applications in conflict with his regulations, with any other application or with any existing license. Decisions by the radio court should be appealable to the Court of Appeals of the District of Columbia on questions of law.

* * *

Types of Communication

All the machinery thus far outlined is designed to secure the maximum results from a limited number of radio frequencies and it has no other function. We still have the problem of regulating (as distinguished from licensing) the various types of communications' ac-

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER October 1943 thru February 1944

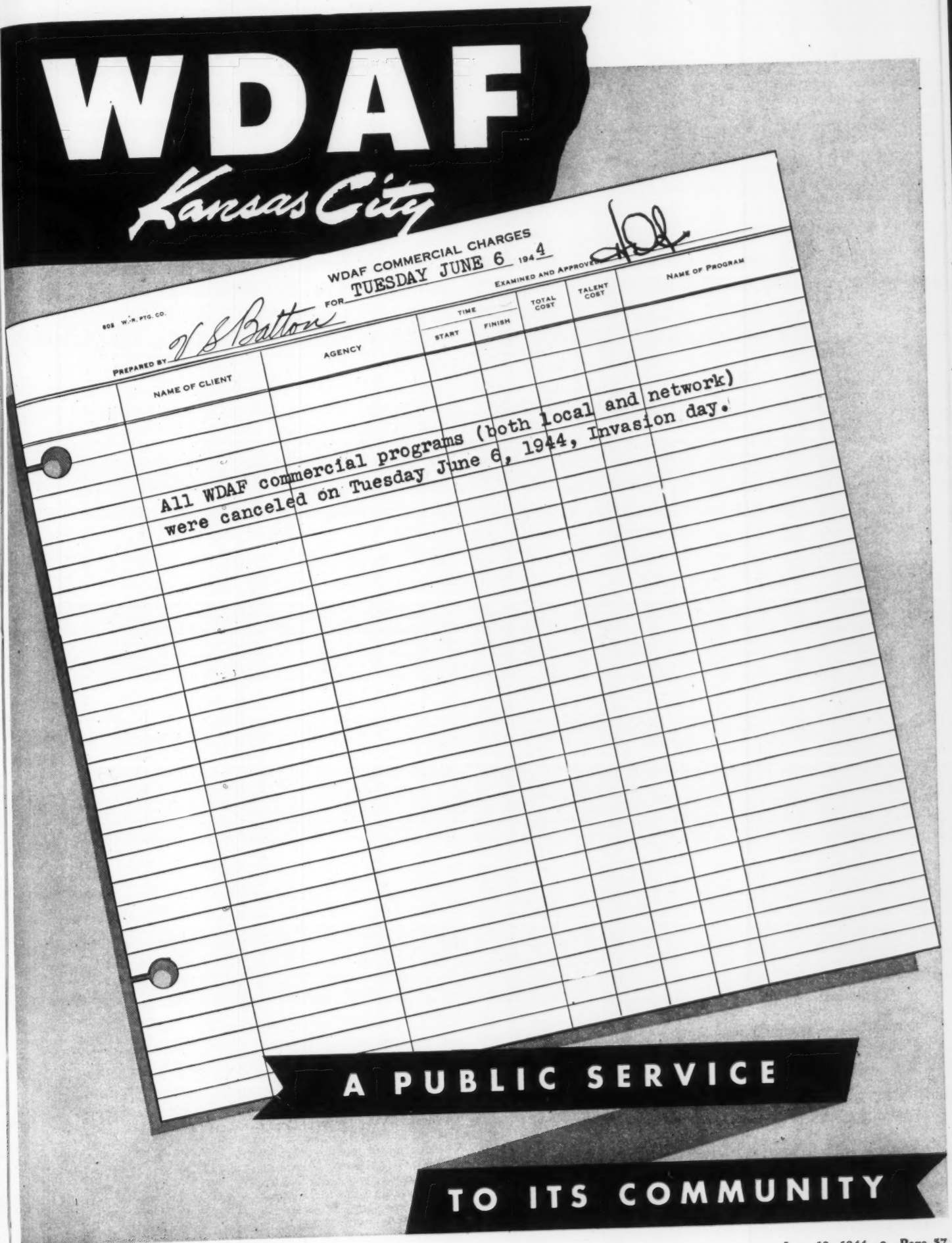
A 5-MONTH RECORD TO BE PROUD OF!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.7	12.6	35.5	8.7

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · National Representatives


WDAF
Kansas City
WDAF COMMERCIAL CHARGES
FOR TUESDAY JUNE 6 1944
EXAMINED AND APPROVED
PREPARED BY V S Batton
NAME OF CLIENT
AGENCY
TIME
START
FINISH
TOTAL COST
TALENT COST
NAME OF PROGRAM
All WDAF commercial programs (both local and network)
were canceled on Tuesday June 6, 1944, Invasion day.
A PUBLIC SERVICE
TO ITS COMMUNITY

tivities. For these regulatory purposes I suggest:

Common Carrier Regulation. The trend toward unification of our carrier system makes it increasingly important that there be effective regulation of rates, contracts, business practices, etc. Radio circuits, though important, are a relatively small part of this problem. Because I believe that ultimately there must be joint regulation of other carrier services and air mail, I suspect that the Post Office Department will some day be the regulatory agency, but for the present the problem might be handled by a three-man commission similar to the Division of Private Communications set up in the White-Wheeler Bill. Whoever gets it is going to find it a fulltime job.

Regulation of Business Practices in Broadcasting. Ever since 1927, the Communications laws have contained anti-trust and unfair competition provisions. Their presence in the law has been interpreted by the Commission (and by the Supreme Court) as imposing a duty upon the Commission to enforce the anti-trust laws through the exercise of its licensing powers. This doctrine—that if a licensee violates the law the public should be deprived of service—is completely at variance with the licensing purpose and is unsound.

Unfair trade practices, restraints upon competition and false advertising claims are all subjects within the jurisdiction of the Federal Trade Commission, an ageny specially created to deal with problems of this sort. It already considers radio continuity. Because it has the power to discipline newspapers, magazines and other competing media, it seems to be the logical place for the business practices of broadcasting.

MANAGERS OF THREE Nebraska stations, KFAB-KFOR Lincoln and KOIL Omaha, donned special props for the senaration of the two Lincoln stations. Earl Williams, station manaper of KFAB Lincoln, acted as umpire as Gordon Gray, wearing the KFOR banner, and KFAB's general manager Hugh Feltis, with appropriate insigna, matched fists for the baseball bat. Purpose of the "ball game" was to introduce Gray as the new general manager of KOIL and KFOR. Newscasters Harvey Swenson and Lvell Bremser (l to r) placed the banners for the novel game.

Drawing the Lines

Program Controls. Here we encounter the problem of freedom of speech. If the agency which licenses the use of radio frequencies also controls the programs broadcast, freedom of speech is a myth.

Here, more importantly than in any other feature of the Act, it must be the responsibility of Congress to decide where the line shall be drawn between the objectives of the First Amendment and those program restrictions which are necessitated by the limited number of radio frequencies available for broadcasting.

At present the law prohibits the broadcasting of obscene, indecent or profane language. It requires equal opportunity for political candidates. Whatever additional program restrictions and requirements are unavoidable should be imposed by Congress and should be enforced independently of the licensing function. Failure to observe them should be a crime punishable by fine and imprisonment in an action instituted by the local district attorney in the local Federal District Court.

* * *

Up to the Industry

As I have said earlier, it will be a lot of work to put flesh on this skeleton but it seems to me that the wide differences of opinion expressed at the Senate Committee hearings on the White-Wheeler Bill are attributable in large measure to the lack of any satisfactory framework upon which the industry, the Commission and the Congress might agree. Lacking some clear understanding of purpose, there seems to be little prospect of legislation being written which will improve the administration of broadcasting.

The broadcasting industry should present proposed legislation in detail form for examination by he Congress. The industry should be ready and willing to answer and explain all questions so that the Congress may be fully informed before the final draft of the proposed legislation.

That's the opinion of R. H. Alton of Uxbridge, Mass., in an unsolicited letter directed to "Gardening for Victory" now in its second year on WTAG and sponsored by Worcester's five Mutual Savings Banks. Mr. Alton, a public utility manager, member of the Massachusetts Farm Bureau and a home gardener of long standing, echoes the feelings of many of the volunteer officials of the Massachusetts Victory Garden Committee in a recent state meeting.

Worcester's Victory Gardening accomplishments led the State last year — and stood high among the nation's cities. WTAG is proud to have a part in this success — to number Victory Gardening among its many other regular and exclusive public service programs.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

DON LEE CONFINES RELIGIOUS SERIES

SEVERAL new policy rulings affecting station relations, programming and commercial religious broadcasts for the Don Lee Network were discussed by station affiliates of the net who met June 10 at KFRC San Francisco. Particularly important was the attitude of station owners and managers towards religious programs. paid time for religious broadcasts on Sundays will be accepted from sign on until 1 p.m. only. It meant taking steps necessitated by the possiblity of increased activity and making available more time for variety shows with top-notch names and top-drawer productions.

Lewis Allen Weiss, vice-president and general manager of the network, said affiliates were doing a splendid job in helping each station operate with the smoothness required in chain broadcasting. Sales promotion plans were discussed by Sydney Gaynor, general sales manager and assistant to the vice-president. Paul Bartlett, manager of KFRE Fresno, reported on who attended work of the technical planning board.

L. A. Schamblin, KPMC Bakersfield; Russell Pope, KHSL Chico; William B. Smullin, KIEM Eureka; Paul Corbin, KIEM Eureka; Mr. Weiss; Mr. Gaynor; Pat Campbell, Joseph D. Carroll, KMYC Marysville; Mel Marshall, KYOS Merced; Howard V. Walters, KDON Monterey; Maury A. Vroman, KFXM San Bernardino; D. J. Donnelly, KFRC San Francisco; Ernest L. Spencer, KVOE Santa Ana; Wallace Wiggins, KVOE Santa Ana; Fin Hollinger, KDB Santa Barbara; Jess Rodman, KFRE Fresno; Mr. Bartlett, Chet Wheeler, KWIL Albany, Ore.; Ed Parsons, KAST Astoria; Frank H. Logan, KBND Bend, Ore.; Frank L. Hill, KORE Eugene; Ralph Hanson, KUIN Grant's Pass; Jack Keating KXRO Aberdeen, Wash.; Joe Chytil, KELA Centralia-Chehalis; Oliver A. Runchey, KOL Seattle; R. G. McBroom, KFIO Spokane; Carl E. Haymond, KMO Tacoma and KIT Yakima; Jack Clark, KMO Tacoma; and J. C. Lee, KFXM San Bernardino. Also William Dempsey, attorney for the network.

Hooper Report Reveals Pacific Network Drop

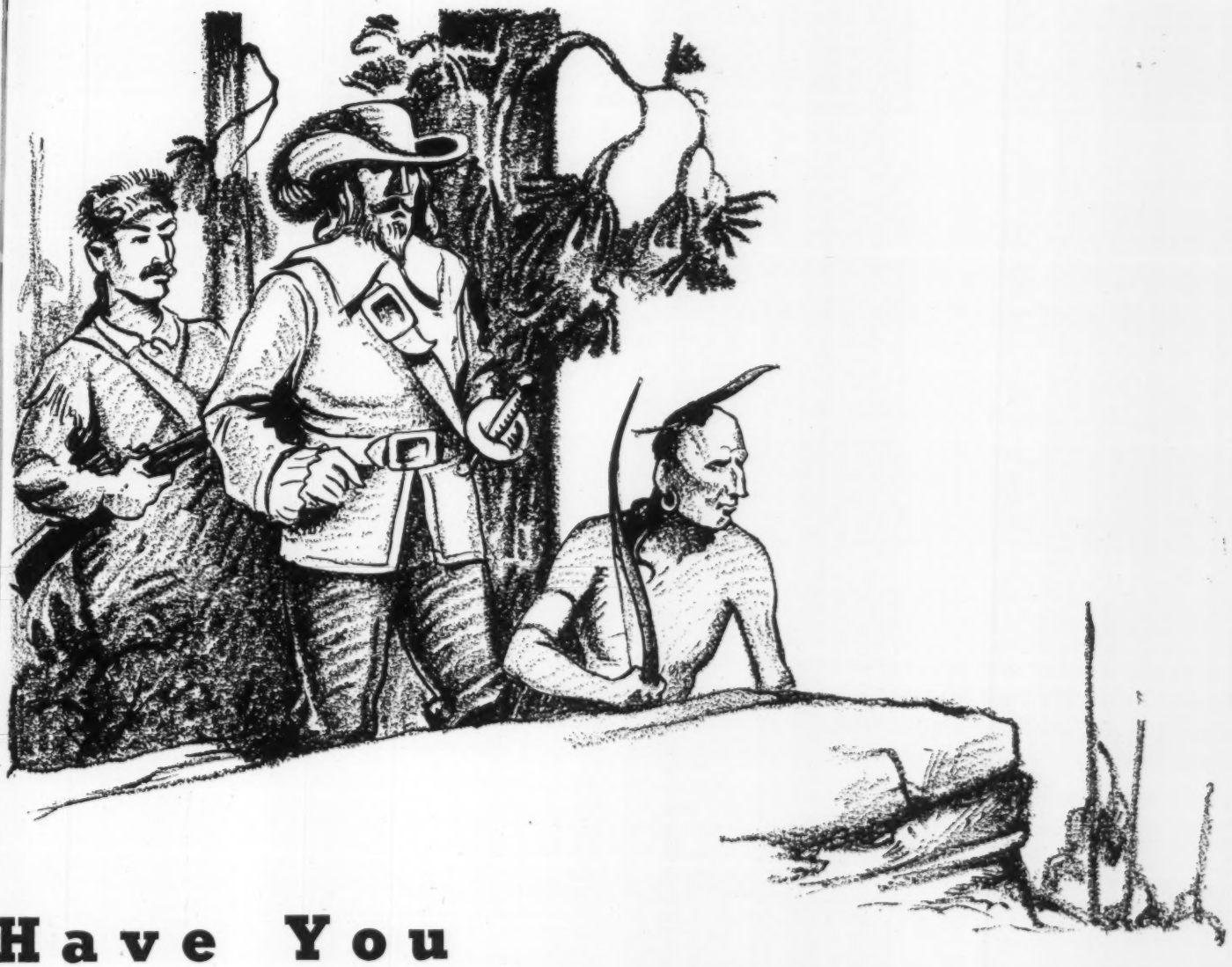
PACIFIC network April-May report of C. E. Hooper Inc. reveals an average evening program rating of 8.7, down 0.4 from last report, down 0.1 from a year ago. Average evening sets-in-use rating 31.4—is down 0.5 from last report, up 0.6 from a year ago. Average evening available audience is 76.3, up 0.1 from last report and no change from a year ago.

The average daytime program rating is 3.5, down 0.8 from last report, down 0.9 from a year ago. Average daytime sets-in-use of 13.3, is down 2.0 from last report, down 0.5 from a year ago. Average daytime available audience is 65.0, down 2.3 from last report and down 0.1 from a year ago.

Bob Hope leads the list of top ten programs in the Pacific coast, with Red Skelton second and *Fibber McGee & Molly* third. They are followed by Frank Morgan-Fanny Brice, *Charlie McCarthy*, *Aldrich Family*, *Great Gildersleeve*, *Mr. District Attorney*, *Blondie* and the *Radio Theatre*.

FOSTERITE, newest development in the field of synthetic materials and created by Westinghouse research laboratories, made its debut in New York recently as a moisture-proof plastic which seals radar and radio parts against moisture. Also demonstrated was a synthetic shellac which has proved superior to the natural product and has the strength of steel.

CROSLEY Corp., Cincinnati, has announced the appointment of the Eads Bros. Furniture Store in Ft. Smith, Ark., as distributors of Crosley products for western Arkansas.



Have You Explored Canada?

The early pioneers of a century ago searched for and found in Canada a wealth of natural resources. These have been developed throughout the years and today a new wealth is here for the taking—a wealth of opportunity!

Canada has made a place for herself in the markets of the world. On the threshold of a peacetime economy, she offers boundless possibilities in the field of commerce. Forward-looking men are preparing now for the postwar boom. They are opening up avenues of business, building future markets in this territory.

Through CFRB you can reach Canada's richest market. On a daily average, this station has a listenership consistently higher than those of the three other stations in this area. Those who know Canada choose CFRB and base their selection on results.

CFRB

860 K. TORONTO

VIVA (Ky.) AIN'T WORTH CHEERING ABOUT!

Although WAVE reaches the distant little town of Viva (Ky.), we're not shouting about it. What we *do* consider worth mentioning is the fact that WAVE *completely* covers the Louisville Trading Area—home of 1,336,000 people who make 17.1% *more* retail purchases than the rest of Kentucky *combined!* So—if you want Louisville, you want WAVE! Incidentally, our low rates are worth cheering about, too! Look us up, and see.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . N. B. C.

FREE & PETERS, INC.
National Representatives

Disc Case Left in Fog

(*Continued From Page 13*)

a method of distributing a fund to be set up through payments by the companies, with arbitration as the final step in case the parties fail to agree". These companies (RCA, CRC and NBC Radio Recording Division), the Board said, had proposed by way of settlement "that a fund be set up in escrow pending a possible revision of the copyright law", but had objected to payment of funds directly to the union for any purpose.

Artists Protest Ban

Settlement of the dispute, which the Board previously characterized as one of the most complicated ever to come before it, was announced approximately 14 weeks after the issuance of the panel report on the case. The companies had recently protested the delay in reaching the decision, complaining that they and their artists under contract have suffered hardships. The Board accused the companies of employing "pressure tactics" and declared the delay was due to difficulties in arriving at a fair and equitable solution [BROADCASTING, June 12].

Earlier last week, a second protest was made to the Board by a large group of artists under contract to RCA and CRC who contended that their professional standing was being jeopardized by the Petrillo ban against new record production by Victor and Columbia. The artists, many of whom are members of the AFM, included James Melton, Kay Kyser, Gladys Swarthout, Benny Goodman, Xavier Cugat, Frank Sinatra, Horace Heidt, Vladimir Horowitz, John Charles Thomas, Harry James and Cab Calloway.

The dispute, according to officials of the AFM, had its origin in 1928 and 1929 when the development of sound films and other forms of mechanized music caused unemployment among musicians. After several efforts to force the employment of live music failed, the union, effective Aug. 1, 1942, stopped making records and transcriptions.

Antitrust Action

Shortly afterward, the Dept. of Justice instituted antitrust proceedings against the union but the complaint was dismissed and the decision affirmed by the Supreme Court. A hearing was held the following January before a Senate committee and the union proposed that the employers pay a fee on each disc to an employment fund to be established by the union. When this proposal was rejected the transcription companies took the case to the U. S. Conciliation Service.

The dispute was certified in July, 1943, to the NWLB and a panel was appointed to hear the case. Hearings were held in New York last September, October and November, the record comprising 1,900 pages with hundreds of pages of exhibits. While the hearings were in progress, Decca (not a party to the proceeding) entered into a contract with the AFM, accepting the "employment fund" demands. World Broadcasting System (Decca transcription affiliate) and Empire Broadcasting Corp. made similar contracts and withdrew from the controversy.

Subsequently, four other transcription companies (Associated Music Publishers Inc., Lang-Worth Feature Programs Inc., C. P. MacGregor and Standard Radio) negotiated similar contracts with the mediatory help of the panel and withdrew from the case Their action left RCA, CRC and NBC Radio Recording Division (NBC transcription subsidiary) as the remaining parties to the proceeding.

At a hearing before the full Board in April [BROADCASTING, April 10] to receive oral arguments on the panel recommendations, the participants to the "Four-Employer" contract stated they entered into the contract with AFM because they had no alternative. Counsel for Decca testified the contract negotiated with AFM was first submitted to the Treasury Dept. for approval.

You can't cover the Southwest without KWFT

KWFT
5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas

Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles

Page Petrillo

THAT loud noise you just heard was Jimmy Petrillo's head hitting the ceiling. The War Manpower Commission, in a "Job Family" guide issued to U. S. Employment Service offices for channelling non-essential workers into war industries, suggests that night club musicians be given jobs as welders, assemblers or aircraft skin-men. Night club singers might be employed as radio and telephone operators, says the guide. There's nothing about musicians turning "pancakes".

ANPA Ad Report Names 'Top Ten'

Increase in Investors Is Seen Over Last 4-Media Survey

A SUBSTANTIAL increase over previous years in the number of advertisers who in 1943 invested $25,000 or more in any one of the four major media is disclosed in the fifth annual edition of "Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio". Publication is released by the Bureau of Advertising of the American Newspaper Publishers Assn., as the only annual reporting comparative dollar totals by advertisers and products for all four media.

There were 1,499 advertisers in the $25,000-or-more category in 1944, as compared to 1,207 in 1942 and 1,170 for 1941, the Bureau reports in a digest of the contents, otherwise not for publication.

Procter & Gamble Co., Cincinnati, for the second time heads the list as the biggest investor both in newspaper space and in all four media combined. General Foods Corp. moved into second place in the list of "Top Ten" in the four media, followed, in order of size of total expenditure by General Motors, Lever Bros., R. J. Reynolds Tobacco Co., Sterling Drug, General Mills, Coca-Cola Co., Colgate-Palmolive-Peet Co., and Liggett & Myers Tobacco Co. Coca-Cola Co. is the only newcomer in the "Top Ten" list.

Barco Considers

BARCO LABS., Brooklyn, for Barcolene Household Cleanser, a 15-year-old product, is considering a nation-wide spot campaign as part of its initial venture into consumer advertising, according to Scheck Adv., Newark, N. J., agency in charge. Provided distribution and time availabilities allow, the schedule may include 150 stations, with initial schedules in the eastern area. Firm started participations on WOR New York on a 52-week basis last week.

WNAX Yankton, S. D., has formed a new merchandising department which will make calls throughout the five-state area served by the station to provide coverage of all dealer meetings with motion picture and visual presentations, expansion of house organs and retail and wholesale surveys.

PRESS ASSOCIATION has opened a new regional bureau at Jacksonville, Fla., to furnish regional news to stations in Florida exclusively. This makes the 22nd regional bureau now operated by the AP subsidiary, in which news is written for radio only.

Loren Watson Acquires Spot Sales Ownership

LOREN WATSON, executive vice-president of Spot Sales Inc., station representative organization, has acquired the stock of the company owned by Crosley Corp. and American Broadcasting Co., giving him complete ownership of the company. Spot Sales, organized in Feb. 1942, when Mr. Watson took over the Hearst representative company, International Radio Sales, will continue to represent WSAI Cincinnati and WOL Washington, stations operated by the two former stockholders, Mr. Watson said.

For the immediate present there will be no changes in officers, James D. Shouse, vice-president of Crosley Corp., continuing as president of Spot Sales and William B. Dolph, general manager of WOL, continuing as vice-president and treasurer. WSAI has been sold to Marshall Field, subject to FCC approval.

FCC Fund Passed

BEGINNING July 1 the FCC must curtail its expenditures by $2,159,357, as a result of Congressional action last week. On Wednesday the House passed the revised Independent Offices Appropriations Bill (HR-4070), which reduced the FCC 1945 fiscal year budget from $8,371,700 to $6,212,343. The Senate passed the measure Thursday and it went to the White House. Attempts of Sen. McKellar (D-Tenn.) to inject an amendment requiring Senate confirmation of all employes whose salaries are $4,500 and over, were defeated. Congress reduced the FCC national defense budget by $1,954,857, normal functions by $104,500.

Goodyear Confers

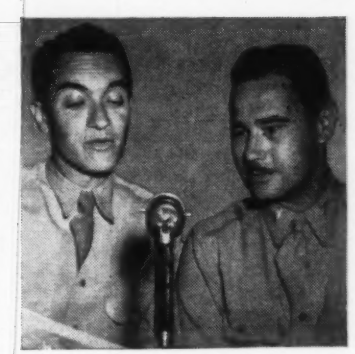
GOODYEAR TIRE & RUBBER Co., Akron, last Friday was still conferring with Young & Rubicam, New York, on a replacement for the CBS program *The Star and the Story*, featuring Walter Pidgeon. Program bows out July 25, with Goodyear resuming in the fall in its 8-8:30 p.m. Tuesday spot, after a summer interval. Reason for discontinuing current program is said to be the difficulty in obtaining female guest stars. Under consideration is a series calling for both male and female guest artists.

KWLK Transfer Sought

APPLICATION was filed with the FCC last week for transfer of control of KWLK Longview, Wash., from Marjory McClung, executrix of the will of Ray McClung, deceased, and Hugh McClung, to the general manager of the station, C. O. Chatterton. Transfer involves sale of 140 shares of common stock, 85 shares held by Marjory and 55 shares held by Hugh McChung, for the consideration of $10,000.

New Borden Show

NOVELIST Fannie Hurst, starting July 8, will act as narrator in a new series of programs on 189 Blue Network stations dramatizing her novels and short stories. The sponsor, Borden Co., manufactured products division, will promote Hemo, a chocolate health drink on the program scheduled for Saturday 10-10:30 p.m. Agency is Young & Rubicam, New York.



RECIPIENT of the Silver Star and the Purple Heart, Lt. H. James Fagan (r), ex-announcer at WCAU Philadelphia and WJJD Chicago, was interviewed recently at Fort Benning, Ga., by Cpl. Mel Allen, former CBS sportscaster, over WRBL Columbus, Ga. Lt. Fagan, now an instructor at the Infantry School, was wounded in the Sicilian invasion after escaping capture by the Germans in the North African campaign when the Nazi ship on which he was put aboard for transfer to a prison camp was attacked by Allied planes. He got ashore and greeted the 8th Army in Tunis.

Clark and Radio Cowboy Locked in Idaho Voting

WHETHER Sen. D. Worth Clark would win the Democratic nomination to succeed himself over Glenn H Taylor, Pocatello, Ida. cowboy radio entertainer, was in doubt last week with the outcome depending upon returns from outlying precincts. Last reports were that Mr. Taylor, who performs over KSEI and other Idaho stations, held a very slight lead over Sen. Clark, member of the Interstate Commerce Committee and chairman of the subcommittee which investigated the AFM recording ban.

Sen. Clark himself is identified with radio, having recently contracted to purchase a 10% interest in KJBS San Francisco as part of a syndicate of broadcasters. The transaction awaits FCC approval. The Republican nominee is Gov. C. A. Bottolfsen.

More for Crax

MEGOWEN-EDUCATOR Food Co., Lowell, Mass., has increased its schedule for Crax during the past few months, and now sponsors musical clock programs, news, or live announcements on WGY WAGE WSYR WEAF WOR. Further expansion is planned. Agency is Duane Jones Co., New York.

WPB Repair Ruling

LONG-AWAITED interpretation of General Limitation Order L-265 was issued last week by the War Production Board's Radio & Radar Division to tell present radio repairmen, ex-repairmen and men discharged from military service how to obtain necessary material to carry on or enter the radio repair business. Under terms of the order a repairman may create an initial inventory of parts by special authorization from WPB's Radio & Radar Division by submitting a letter of application.

PROGRAM dramatizing the adventures of Daniel Boone, heard on CBS some years ago, will be revived on the network beginning June 19 as a weekly quarter-hour feature, using the same scripts as in the original show.

CIO Fights Radio Plots At Attempted Censorship

CIO last week took steps for a public airing of radio's policies that resulted in a discrimination against union programs as indicated by cancellation of *Labor for Victory*, the only regular labor radio program on a national network. Phil Murray, CIO president wrote NBC for an explanation as to whether censorship of the Sunday program by WHKC Columbus was due to any network policy regarding labor broadcasts.

Mr. Murray further asked NBC to define its policy more clearly in regard to "controversial" programs. The CIO-UAW recently petitioned the FCC against renewal of the license of WHKC because of the claimed censorship and discrimination.

Hooper 'First Fifteen'

SINCE INVASION news June 6 knocked out several of the programs normally included in C. E. Hooper's list of "First Fifteen" programs, the list was not released for the June 1-7 period. Top-ranking programs for the January-May 1944 period were released, showing Bob Hope heading the list of "First Fifteen," with *Fibber McGee & Molly* in second place, and Charlie McCarthy, third. The list continues: Red Skelton (Eastern area) *Radio Theatre*, Jack Benny, *Aldrich Family*, Joan Davis—Jack Haley, Walter Winchell, *Mr. District Attorney*, Abbott & Costello, *Screen Guild Players*, *Take It or Leave It*, Bing Crosby Frank Morgan-Fanny Brice.

NATIONALLY
REPRESENTED BY
WEED & COMPANY
Top time buyers, seeing this line on a station letterhead, know it means quick action. Stations that use Weed, know it means more sales.
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

WPAT

proudly announces the appointment of the
HOWARD H. WILSON CO.
as National Sales Representatives

For Program or Rate Information please communicate with one of the following Howard H. Wilson branch offices

CHICAGO OFFICE — 75 E. Wacker Drive — Central 8744
Howard H Wilson

HOLLYWOOD OFFICE — 6362 Hollywood Blvd. — Granite 6113
Homer O Griffith

SAN FRANCISCO OFFICE — 681 Market Street — Douglas 4475
R. S. Bidwell

SEATTLE OFFICE — Lloyd Bldg. — Elliott 7417
Robert Nichols

Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

RADIO STATION WPAT { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

"But we have six* better ways to get Atlanta folks to tune to WAGA!"

*CAR CARDS, BILLBOARDS ANNOUNCEMENTS, NEWSPAPER ADS and PUBLICITY and the "WA-GAzette"

WCBM BLUE

A Quality Station with MASS APPEAL in a RICH MARKET

WCBM

BALTIMORE

The BLUE NETWORK Station

JOHN ELNER, President — GEO. H. ROSIER, General Manager

FREE & PETERS, INC. Exclusive Nat'l Representatives

Many New Facilities Are Sought In Applications Filed at FCC

Six Standard, Seven FM and Two Television Stations Are Requested During Past Week

MORE than two dozen applications for new broadcast services have been filed with the FCC during the past month, seven of which were received by the Commission last week—for six standard stations, seven FM stations and a new commercial television outlet.

Ronald B. Woodyard, general manager of WING Dayton, and part-owner of WAAC Ft. Myers, Fla., and WIZE Springfield, O., has applied for a new standard local outlet for Utica, N. Y., on 1450 kc with 250 w and unlimited time. Application states that most of the necessary equipment is on hand. There are two other applications pending for local facilities in Utica, filed by the Utica Observer-Dispatch Co. and the Midstate Radio Co.

Two Seek Portland

Northeastern Radio & Television Corp. seeks a new 250 w local to operate unlimited time on 1450 kc in Portland, Me. A similar application was filed the previous week by Centennial Broadcasting Co., a syndicate of businessmen, for the same facilities in Portland. Northeastern R & T Co. is composed of Fulton J. Redman, president, who is a lawyer, ex-publisher of *Portland Evening News* and former vice-president and director of Portland Broadcasting Co., licensee of WGAN; George W. Smith, vice-president and treasurer, local businessman; and David Carpenter, secretary, vice-president and general manager of WKNE Keene, N. H. Col. Harry C. Wilder, president of WSYR Syracuse, WKNE Keene, N. H., and WTRY Troy, N. Y., would be a minority stockholder.

James F. Hopkins, president of WJBK Detroit, last week sought reinstatement of application for a new standard station in Ann Arbor, Mich., facilities for which are requested to be changed from unlimited time on 1050 kc with 1,000 w power to 250 w power in an amended application.

Thomas G. Tinsley Jr., president and general manager of WITH Baltimore, applies for a new station in Richmond, Va. Plans are complete to lease facilities of WBBL [BROADCASTING, June 12]. Nashville Radio Corp., Nashville, Tenn., has petitioned for reinstatement of its application for a new local station to operate unlimited time on 1450 kc with 250 w in Nashville, Tenn., as also was done last week by Scripps-Howard Radio Inc. for a 250 w local to operate unlimited time on 1230 kc in Houston, Tex. Both applications were originally filed in late 1940.

KRLD Dallas, Tex., has filed for a new FM station, estimated cost of which is $150,000 to $175,000. Facilities asked are 45,700 kc with coverage of 20,000 sq. mi. An estimated cost of $22,060 is given for the FM station requested by WMBS Uniontown, Pa., to operate on 48,100 kc with 10,240 sq. mi. coverage. E. C. Dix and Sons, publishers of the Wooster Republican Printing Co., Wooster, Ohio, are applicants for a new FM outlet on 49,300 kc, with coverage of 8,500 sq. mi. and a $35,325 estimated cost. WCBM Baltimore requests an FM outlet on 48,300 kc, with 3,600 sq. mi. coverage and $18,360 estimated cost. C. R. Lazarus Co., Columbus, Ohio department store, seeks a new FM station, 43,100 kc, 21,010 sq. mi., and $102,880.60 estimated cost, through Central Ohio Broadcasting Co., which it owns 100%. WMIN St. Paul seeks FM facilities of 45,700 kc, 13,273 sq. mi., with estimated cost of $51,360, and the Blue Network Co., Los Angeles, applies for FM facilities of 43,100 kc, 21,024 sq. mi., and $98,750 estimated cost. General Television Corp., Boston, is applicant for a new experimental television outlet on Channel 1. WAAT Newark, N. J., requests a new commercial television station on Channel 5.

Other new applications which have been filed with the Commission and which have not previously been reported in BROADCASTING include requests for six standard outlets, eight FM stations and four commercial video outlets.

A new local outlet for Boise, Ida., to operate unlimited time on 1340 kc with 250 w, is sought by Idaho Broadcasting Co., a partnership composed of Frank C. Carmen, general manager of KUTA Salt Lake City since 1938; Grant R. Wrathall, Washington, D. C. consulting radio engineer; David S. Smith and Jack L. Powers, Salt Lake City businessmen with livestock interests. Each holds a quarter interest in the new company and each is also partner in ownership of KUTA.

Bremerton Broadcasting Co. seeks a new standard station for Bremerton, Wash., with facilities of 1230 kc, 250 w, unlimited time. Partners in the company are Bruce Bartley (70%), lawyer; W. R. Zinn (25%), radio and electrical engineer; and F. L. Pruitt (5%), real estate and insurance dealer. A. C. Neff, president, general manager and 40% owner of Neal-Blun Building Products Co., Savannah, Ga., is applicant for a new local station to be located in Savannah and to operate unlimited time on 1400 kc with 250 w.

Augusta Broadcasting Co., licensee of WRDW Augusta, Ga., seeks a new local standard outlet for Charlestown, S. C., requesting assignment on 1450 kc with 250 w unlimited hours.

SOMETHING FISHY about the gifts presented to Lt. R. L. Woodward, vice-president of Free & Peters, now on leave. When he arrived in Duluth, Odin Ramsland (left), KDAL's commercial manager, presented him with a set of fishing equipment. And Frank Herrick, the station's sales and promotion manager, gave him a sheepskin overcoat. With a 47-mph wind howling off Lake Superior, and the temperature just above freezing, the fish were safe.

FM Applications

A new standard station, to operate daytime on 890 kc with 250 w, is sought for Henderson, N. C., by Henderson Broadcasting Corp., composed of local businessmen and Nathan Frank, manager of WCBT Roanoke Rapids, N. C. Owners are: S. S. Stevenson, president, owner of regional theatre groups; T. W. McCracken, vice-president, oil jobber and tire dealer; T. I. Gillam, secretary, auto dealer; W. J. Alston, treasurer, farmer and tobacco leaf dealer; and Mr. Frank, second vice-president and manager. Each holds a 20% interest in the company. Application states that equipment is under option.

New FM broadcast stations are requested by the licensees of the following stations (with respective facilities sought and estimated costs, where given): WRAK Williamsport, Pa., 47,700 kc, 11,675 sq. mi., $35,060; WLS Chicago, 44,700 kc, 10,624 sq. mi., $130,600; WJBC Bloomington, Ill., 45,300 kc, 6,660 sq. mi., $14,800; WTAG Worcester, Mass., 45,300 kc, 7,000 sq. mi., also 43,500 kc, 20,437 sq. mi., $167,500; WTHT Hartford, Conn., 43,700 kc, 21,900 sq. mi., $192,000; WMBR Jacksonville, Fla., 44,700 kc, 11,700 sq. mi., $68,500; WMBD Peoria, Ill., 48,700 kc, 11,613.96 sq. mi., $53,865. Commercial television outlets are sought by KUTA Salt Lake City, Channel 2; WFIL Philadelphia, Channel 7; WJR Detroit, Channel 6; WEBR Buffalo, Channel 1.

KLZ Denver has applied for a construction permit to change its experimental high frequency station to a temporary class 2 experimental station and to change frequency from 25,400 kc to 43,500 kc (or any frequency selected by the Commission), and to change power from 100 w to 1,000 w.

55 Stations to Cover GOP Session

(*Continued from page 14*)

the Mutual crew, along with T. C. Streibert, executive vice-president; Lewis Allen Weiss, MBS executive vice-president and general manager of the Don Lee network; William B. Dolph, general manager of WOL Washington; E. M. Antrim, MBS treasurer-secretary; and Adolph N. Hult, western sales manager. Supervising actual operations will be Adolph Opfinger, MBS program director; Tom Slater, special features chief; Frank Schreiber, manager of WGN Chicago, and Dale O'Brien, WGN public relations director.

Among station executives accredited as radio representatives covering the convention are: James D. Shouse, vice-president of the Crosley Corp. and general manager of WLW Cincinnati; George A. Richards, Leo J. Fitzpatrick and Gene Carr of WJR WGAR KMPC; George M. Burbach, KSD St. Louis; C. Merwyn Dobbins, KGER Long Beach, Cal.; J. Franke Burke, KPAS Pasadena, Cal.; J. C. Denious, KGNO Dodge City, Kan.; Earl E. May, KMA Shenandoah, Ia.; W. L. Gleeson, KPRO Riverside, Cal.; Stanley E. Hubbard, KSTP Minneapolis-St. Paul; Louis F. Kroeck, KTMS Santa Barbara, Cal.; Storm Whaley, KUOA Siloam Springs, Ark.; Ray Dady, KWK St. Louis; Leslie C. Johnson, WHBF Rock Island, Ill.; Ronald B. Woodyard, WING Dayton, O.; Reggie Martin, WIZE Springfield, O.; Benedict Gimbel, WIP Philadelphia; Walter J. Brown, WSPA Spartanburg, S. C.; Paul E. Fitzpatrick and Cy King, WEBR Buffalo; W. Emery Lancaster, WTAD Quincy, Ill.; Herbert L. Pettey, WHN New York.

Many Plan Recordings

All the major network top commentators and analysts have been assigned to the convention, with NBC adding Rep. Martin, who will do a five-minute summary of convention highlights after each day's final session. Ben Gross, radio editor of the *New York Daily News*, also will be among the NBC commentators. His program will be confined to color facts and non-political comments.

CBS will present Dr. Wallace Sterling, Hollywood, CBS West Coast news analyst, in a daily five-minute commentary during the sessions.

Direct pickups will be fed daily from convention headquarters by 15 stations, while another dozen or so have arranged to make on-the-spot recordings. The U. S. Recording Co. will have studios in the Stadium and Stevens Hotel to provide transcription service at a nominal fixed fee, agreed upon by stations and GOP headquarters, Mr. Church explained. Still other stations plan to file copy by telegraph.

Stations planning direct pickups include WLW Cincinnati; WITH Baltimore; WGAR Cleveland; WGN Chicago; KSO Des Moines; WNAX Yankton, S. D.; KMOX St. Louis; WCCO Minneapolis; WLS Chicago; WMT Cedar Rapids, Ia.; KSD St. Louis; WTAM Cleveland; WJR Detroit; WBBM Chicago; KRNT Des Moines.

Following is the GOP Convention broadcast schedule, to be aired by the four major networks (all times EWT):

MONDAY, JUNE 26

12:30 p.m. Chairman Spangler calls Convention to order; Gov. Green will extend greetings.
10 p.m. Chairman Spangler introduces temporary chairman, Gov. Warren, who will deliver keynote speech.

TUESDAY, JUNE 27

1 p.m. Address by permanent chairman, Rep. Martin.
10 p.m. Former President Herbert Hoover and Rep. Clare Booth Luce (R-Conn.) will speak.

WEDNESDAY, JUNE 28

1 p.m. Reading of Republican platform.
10 p.m. Nominations for the Presidency.

THURSDAY, JUNE 29

1 p.m. Report of balloting.
10 p.m. Same (if still in progress).

Members of the Radio Correspondents Assn. Executive Committee, who worked out all of the coverage details with the Republican National Committee, are: Earl Godwin, Blue Network, chairman; Richard Harkness, NBC, vice-chairman; Rex Goad, Transradio-Press, secretary; William Costello, CBS, treasurer; Fred Morrison, MBS, ex-officio; Madeline Ensign, WOL Washington, alternate.

Representing the GOP Committee, besides Chairman Spangler, were: James P. Selvage, publicity director; Robert Pritchard, assistant; Leland Chesley (former KWK St. Louis news editor), assistant; Mr. Church.

Mr. Church recalled that at the 1940 convention only four stations, in addition to the major networks, covered the proceedings. Total registered personnel four years ago was 40, and most of those represented the networks.

Correspondents at Convention

(*Continued from page 14*)

Holbrook, Dale O'Brien, Thomas Foy, Stanley Kramer, James Hanlon, A. C. Kaufman, River Beaman, Alice Lewis, Walter Compton, Maxine Davis, Lewis Allen Weiss, Marie Tessman, Adolph N. Hult, Carroll Marts, Marcia Winn.

NBC—[Lowell Thomas, Irene Kuhn, Albert Dale, John McKay, Sidney Eiges, Ben Gross, Joseph Meyers, Burroughs Prince, John Cooper, Don Hollenbeck, Adolph Schneider, Marshall Smith, Louis Sherwin, Mary Davis, Electra Ward]. Niles Trammell, Frank Mullen, Frank M. Russell, William F. Brooks, Ann Gillis, Carleton Smith, Richard Harkness, Thomas E. Knode, H. V. Kaltenborn, Ben Grauer, Robert St. John, George McElrath, G. Hastings, A. Poppelle, Sid Desfors, Everett Bragdon, J. A. Weiss, John A. Hilton, Harry A. Woodmen, Suzanne Cretinon, Don Fischer, Kenneth Banghart, William McAndrew, Morgan Beatty, James Boozer, Bertha Prasse, Harry C. Kopf, H. C. Luttgens, F. C. Schnepper, H. D. Royston, C. A. Cabasin, H. R. Maule, M. W. Rife, G. J. Devlieg, F. E. Golder, W. Schooley, A. E. Scarlett, B. F. Fredendall, W. F. Lanterman, T. E. Schreyer, John Thompson, John Erp, Baskett Moses, William E. Drips, Jules Herbuveaux.

BBC—[Anthony Wigan, William Newton, Clement Fuller], Anette Ebsen, John Salt, Stephen Fry.

YANKEE NEWS BUREAU (serving Yankee Network)—[J. R. Reed; Robert Meyers], Stanley Peyton.

WEST VIRGINIA NETWORK—[Malvina Stephenson].

INDIVIDUAL STATIONS

WLW Cincinnati—[William Dowdell, George Gow, Arthur Reilly, James Cassidy], William Barlow, Gordon Graham, James D. Shouse, E. K. Bauer, M. R. Hackett, David Conlon.

WITH Baltimore—[Ian Ross MacFarlane], Louise MacFarlane.

RICHARDS-FITZPATRICK STATIONS (WJR WGAR KMPC)—[George Cushing, Ralph Worden, William Neel]. G. A. Richards, Leo Fitzpatrick, Gene Carr.

COWLES STATIONS (KSO KRNT WNAX WMT)—[Joseph V. Ryan, Stanley Dixon, White Larson, Arthur Smith], Sid Pearlman, Glen Law, George Sudermann, Dick Burris, John Irwin, Doug Grant.

KNX Los Angeles—[Dr. Wallace Sterling], also accredited to CBS.

KSD St. Louis—[George M. Burbach], Harold Grams, R. L. Herchert.

KDKA Pittsburgh—[Donald B. Hirsch].

KGER Long Beach, Cal.—[Merwin Dobyns], Evalyn Dobyns.

KGFW Lincoln, Neb.—[George W. Kline].

KGLO Mason City, Ia.—[Wade S. Patterson].

KGNO Dodge City, Kan.—[J. C. Denious].

KMA Shenandoah, Ia.—[Earl E. May, Owen Saddler].

KMOX St. Louis—[Francis Douglas, W. R. Wills, Katherine Darst], also accredited to CBS.

KPAS Pasadena, Cal.—[J. Frank Burke], Laura K. King.

KPRO Riverside, Cal.—[W. L. Gleeson].

KSTP Minneapolis-St. Paul—[John J. Verstracte], Walter Miller, Stanley Hubbard.

KTMS Santa Barbara, Cal.—[Marshall Keig], Louis F. Kroeck.

KUOA Siloam Springs, Ark.—[Storm Whaley].

KXOK St. Louis—[C. L. Thomas].

WOR New York—[Wick Evans, Theodore Granick]. Also assigned to Mutual.

WAAF Chicago—[Gene S. Himebaugh], John D. Stanley.

WBT Charlotte, N. C.—[Jack Knell].

WHBF Rock Island, Ill.—[Leslie C. Johnson].

WICA Ashtabula, O.—[Alfred Newkirk], Walter Walrath.

WING Dayton, O.—[Ronald B. Woodyard].

WINS New York—[Guenther Reinhardt].

WIP Philadelphia—[Alexander Griffin], Benedict Gimbel. Also accredited to Mutual.

WIZE Springfield, O.—[Reggie Martin].

WJJD Chicago—[Robert R. Hansen].

WLAV Grand Rapids, Mich.—[Richard F. Connor], Roy Kelly.

WLS Chicago—[Julian Bentley, Ervin Lewis, Arthur C. Page], Harold Safford.

WOV New York—[Thomas B. Morgan].

WOW Omaha—[O. M. Ingoldeby], Mike M. Meyers.

WRJN Racine, Wis.—[Harry LePoidevin].

WROK Rockford, Ill.—[William R. Traum], James W. Rodgers.

WSPA Spartanburg, S. C.—[Walter J. Brown].

WTMJ Milwaukee—[Jack E. Krueger].

WBNS Columbus, O.—[Jack Price], W. I. Orr.

WCFL Chicago—[Hugh Douglas].

WIND Chicago-Gary—[Fred Willson].

WEBR Buffalo, N. Y.—[Cy King], Paul E. Fitzpatrick.

WTAD Quincy, Ill.—[W. Emery Lancaster].

WBBM Chicago—[James Cruisenberry, Alvin Steinkopf, Gene Read, Earl Horrigan, Robert Hurleigh], also accredited to CBS.

WCCO Minneapolis—[Cedric Adams], A. E. Joscelyn, also accredited to CBS.

WHN New York—[Herbert L. Pettey].

KABR Aberdeen, S. D.—[A. A. Fahey].

KOME Tulsa, Okla.—[Glenn Condon]. Mrs. Glenn Condon.

KVOO Tulsa, Okla.—Kenneth Miller.

KWK St. Louis—[Ray E. Dady, William Amundson], also accredited to MBS.

RADIO NEWS SERVICES

ASK WASHINGTON—[Merlin Stonehouse], Hugh Grauel, Eleanor Block.

PRESS ASSN.—[Joseph H. Torbett], James Bormann.

TRANSRADIO-PRESS—[Rex Goad, Betty Lersch, Ann Corrick, Harold Parr, Dan Williams]. Milton Fishman.

The Station MOST People Listen to MOST In Winston-Salem

MORNING
(8 a.m. to 12 noon)

WSJS	48.4
Station "B"	44.7
All Others	6.9

AFTERNOON
(12 noon to 6 p. m.)

WSJS	53.4
Station "B"	29.7
All Others	16.9

EVENING
(6 p. m. to 10 p. m.)

WSJS	60.7
Station "B"	30.5
All Others	8.8

REPORT BY CROSSLEY, INC.
Period of Survey:
Feb. 28 thru March 12, 1944

WSJS
WINSTON-SALEM
5000 WATTS NBC 600 KC.

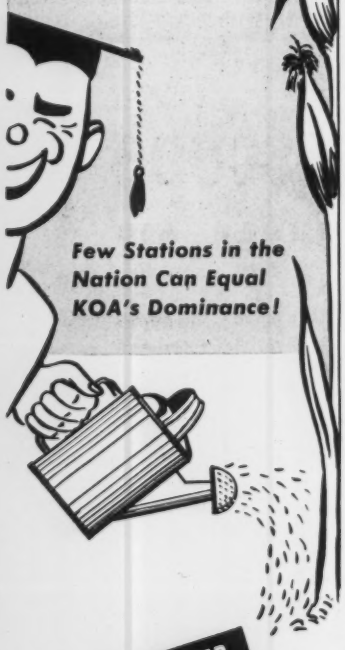
Represented by Headley-Reed Co.

SMART TIME BUYERS GET THE BUMPER CROP

During **all** seasons of the year there's an early and rich harvest of **results** for KOA Advertisers. ✱Smart Time Buyers know that it's **never** necessary to rotate the planting of **these** KOA seeds of success . . . packages of which will be sent on request:

Dealer Preference
(68.8%)*
Listener Loyalty
(69%)**
Programs
(9 out of top 10)
Power
(50,000 Watts)
Coverage
(Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities



Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Shouse Foresees Television Battle

Movie, Newspaper, Radio Will Fight, With FCC as Umpire

POSSIBILITY of a three-way battle for the control of television between the broadcasting, newspaper publishing and motion picture industry protagonists, while the receiving set manufacturers sit on the sidelines and the FCC referees the bout, was depicted by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting, at last Thursday's session of the television seminar being conducted by the Radio Executives Club.

Predicting that television will develop much more rapidly than was expected up to two or three months ago, Mr. Shouse said that up to that time FM apparently had had precedence. He expressed the opinion that a great deal of FM's preferential consideration has arisen out of the general problem of allocation, adding that he could not understand why "the mere fact of being able to do approximately the same thing in a somewhat different way represented an impelling reason to induce a replacement of one form of broadcasting for another."

Advertising Increase

Mr. Shouse continued: "I think that very influential and very sincere forces in the industry, who are concerned primarily with an equalization of facilities, see in FM a means whereby all broadcasters can be put on a common denominator. American business never has—and I doubt sincerely whether it ever will—react to such a desire, no matter how strong it might be on the part of some broadcasters, who hope through FM to cut all broadcasters down to their level. If the things claimed for FM are as definite and positive in fact as the claims are in theory, I still think it would be well to assume that the people who are big in amplitude broadcasting will continue to be big in FM broadcasting."

From an advertising standpoint, he stated: "It is entirely conceivable, that the whole business of advertising will receive a tremendous impetus far beyond anything that has been conceived before."

Gene Buck, songwriter and theatrical producer, who produced and directed 23 editions of the Ziegfeld Follies and who for 19 years was President of ASCAP, spoke informally of the impact of television on the legitimate theatre, predicting that showmanship would be the keystone of success in this new entertainment medium as it has been in all others.

Mattress Co. Appoints

NATIONAL MATTRESS Co., Huntington, W. Va., has appointed W. Earl Bothwell Adv. Agency, Pittsburgh, to handle its account. Company plans a trade paper campaign, followed by a consumer campaign using newspapers, national magazines and possibly radio.

CAKE 'N PARTY 'n lots of gifts helped celebrate the seventh birthday of *Modern Home Forum* program, broadcast 1-1:30 p.m. (CWT) Monday through Friday, on WOWO Fort Wayne, Ind. Leading the flood of congratulations was a wire from Mrs. Franklin D. Roosevelt. First to get a piece of cake were (l to r): Dick Tennerstedt, NBC spot salesman; Paul Mills, WOWO sales manager; Jane Weston, *Home Forum* director; J. B. Conley, manager of WOWO. The chef is, as usual, anonymous.

CBS Names Jackson

JOSEPH H. JACKSON, today, June 19, becomes personnel manager of CBS, succeeding Francis Barton, who resigned to join Biow Co., New York, as radio business manager. Mr. Jackson has been with CBS since November, 1943, when he joined the research department as qualitative analyst. He was formerly employment manager, and later personnel research head of New Britain Machine Co.

CBS Supplementaries

CBS last week announced the addition of WSAU Wausau, Wis. and WHUB Cookeville, Tenn. as special supplementary outlets. Both stations operate fulltime on 1400 kc with 250 w power. WSAU, owned and operated by the Northern Broadcasting Co., Inc., becomes affiliated Aug. 1. WHUB, owned and operated by WHUB Inc., will join CBS as soon as wire line facilities are available, perhaps next month.

At least one listener in Eatonton, Georgia tunes to WGY...

(major station in eastern and central New York and western New England)

A loyal listener in Georgia sent birthday jonquils to WGY from her garden.

BUT closer home, in WGY's immediate coverage area—a 1 3/4-billion-dollar market with 1,045,717 radio families—MORE people listen to WGY than to ALL other stations in the region combined.

50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
WGY-177
SCHENECTADY, N. Y.

Weber Is Elected By Pacific Group

Storke Is Named Senior V-P At Third War Conference

GEORGE WEBER, partner and general manager of MacWilkins, Cole & Weber, Seattle agency, was elected president of Pacific Advertising Assn., at its third annual wartime conference in Fresno, Cal., June 12-14. Charles A. Storke, executive of KTMS Santa Barbara, was made senior vice-president. H. O. Cox, assistant manager of KGW-KEX Portland, and Robert S. Hunter, head of the Hunter Adv. Agency, Oakland, were also elected vice-presidents. Vernon Church, assistant publisher of the *Oregon Journal*, Portland, was re-elected secretary-treasurer.

Ted S. Repplier, executive director of the War Advertising Council, declared, "After Pearl Harbor advertising began to understand it was a public as well as a private spokesman. It accepted the fact that advertising can be a pleader for public spirited ideas just as well as a pleader for soft drinks and cigarettes."

Maurice W. Heaton, outgoing PAA president, presiding over opening session of the conference, discussed vital question of "How Is Pacific Coast Advertising Meeting the Impact of the War?" Earl J. Glade, mayor of Salt Lake City and former manager of KSL, as guest speaker at the official banquet on June 13, gave a talk on building human values.

Blue Plans Panel To Aid Ex-GIs' Reemployment

PRELIMINARY details of a plan to utilize radio's resources to aid discharged veterans to become readjusted to civilian life were revealed last wek by James T. Manchester, former chief of the Reemployment Division of Selective Service in New York, and the Blue network, which has been cooperating with Mr. Manchester in the development of his plan.

Keynote of the program is a weekly broadcast of interviews with veterans by a panel comprising a clergman, a physician, a psychiatrist, a medical research worker, a vocational guidance counsellor, a business man, a labor relations expert and a factory personnel man. The final step calls for the cooperation of employers and organized labor in mobilizing each community's resources for reemployment of discharged servicemen in line with the local panel's recommendations. Plan is said to be designed so as neither to conflict nor duplicate any existing government service.

FM History

WBCA Schenectady, MBS FM outlet marked three milestones in FM broadcast history: (1) June 17, bond rally will be fed to entire AM network; (2) June 12, Boake Carter on series of commentaries five times a week, 12 to 12:15 p.m. for Terbush & Powell Inc. The insurance company placed contract direct for 52 weeks; (3) last month Cugat *Dubonnet Date* made debut on WBCA marking first time regularly sponsored AM program has been sold on FM.

G. A. RICHARDS, president of WGAR Cleveland, WJR Detroit and KMPC Beverly Hills, Cal., cuts the *1220* cake celebrating WGAR's switch to 1220 kc while John F. Patt looks on. At 12:30 p.m. WJR sent a musical salute to her sister station and later in the day two half-hour shows from CBS accorded salutes to WGAR.

SEALTEST Inc., New York, for eight weeks starting July 6 will replace the Joan Davis-Jack Healy show on NBC Thursday, 9:30-10 p.m. with Edward Everett Horton, comedian. Agency is McKee & Albright, Philadelphia.

Iowa Revere

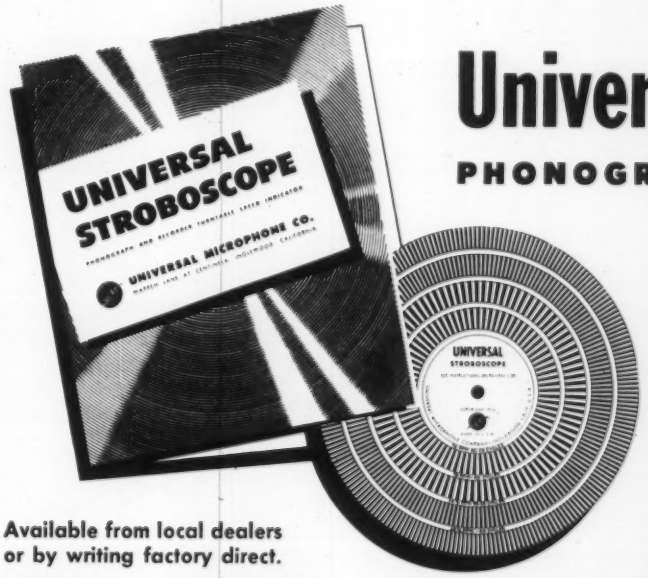
WMT Cedar Rapids-Waterloo, Ia., duplicated the famous ride of Paul Revere on D-Day when George Hixenbaugh, chief engineer, rode thru the streets in the early morning hours with a sound truck and called to the citizens to tune to WMT for invasion news. Many calls were received by the station through out the day expressing thanks for the novel WMT service.

'Shadow' on 35

LARGEST group of local advertisers to sponsor *The Shadow* on transcriptions during the summer months is the present group of 35, signed by Charles Michelson, Radio Transcriptions, New York, for 13 weeks. They are: KALB KGU KDB KFBK WRRN KGB KHJ KOCY KOL WSIX KRLD KRRV KVOE KTAR WSLS KTSM KWK WAIR WCAE WTMA WFBG WFMJ WFTL WGRC WWNC WHB WHK WISR WJAC WSLI WJH WKRC WLOL WOWO WLBJ.

WAC Appoints Y & R

YOUNG & RUBICAM, New York, has been appointed advertising agency for the WAC recruiting program for the fiscal year beginning July 1, 1944, according to the War Dept. This is, in effect, a reappointment, as the same agency was awarded the contract for last year also. No media plans have been made. Herbert Lenz is account executive.



Universal Stroboscope

PHONOGRAPH AND RECORDER AID

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

Available from local dealers or by writing factory direct.

Yours for the asking!

WEST COAST ELECTRONIC MANUFACTURERS ASSOCIATION

UNIVERSAL MICROPHONE CO.

INGLEWOOD, CALIFORNIA

WILMINGTON
DELAWARE

1150
KC

5000
WATTS
DAY & NIGHT
NBC
Basic Network
Station

Sales Representative
PAUL H. RAYMER

News Transmitted From Beachhead

Press Wireless in Operation Soon After Landings

NEWS transmission direct from the beachhead in France to America was started last week by Press Wireless, whose mobile transmitter, operated under the authority of the Theatre Command, is set up not far behind the battle lines. After a few days the messages were relayed via London.

Operating with only 400 watts power and utilizing an antenna which obviously must be kept at a low level to avoid becoming a target for enemy artillery fire or aerial bombs, the unit is maintaining a 24-hour daily schedule to serve the more than 450 war correspondents in the European area, and is successfully transmitting copy across the Atlantic by radiotelegraph.

Higher Speed

First dispatches, were transmitted at the rate of 275 words a minute and were in newspaper offices in New York not many minutes later. The rate of transmission has since been increased, Press Wireless reports.

The mobile truck unit is equipped for radiotelephone as well as radiotelegraph transmission and the two services can be operated either separately or simultaneously. Press Wireless also has a semi-permanent station, located farther back from the fighting front, capable of sending and receiving all types of radio traffic, including code, voice, pictures and facsimile, with voice quality good enough for transmitting broadcasts to the American networks.

The "invasion unit" is under the direction of Stanley F. Grammer, Press Wireless Western European manager. Personnel includes radio engineers, operators, technicians and other radio men of long experience recruited from the company's plants in this country. Company officials expressed "satisfaction" over the fact that Press Wireless, last communication company to leave France following the German invasion, is the first to resume operations from that country during the Allied drive for its liberation.

NBC Honors Ministers

FIVE MINISTERS have been selected from among more than 100 nominees as recipients of the 1944 Fellowship Awards by NBC and the Congregational-Christian Churches. [Broadcasting May 8]. Each will attend one of the three NBC summer institues at Stanford U., Palo Alto; Northwestern U., Chicago, or U. California at Los Angeles. The five include Dr. Bernard Montgomery, Portland, Ore.; the Rev. Charles M. Crowe, St. Louis; the Rev. Edwin T. Randall, Minneapolis; the Rev. Robert S. Steele, Hartford; the Rev. Harley Patterson, Buffalo. Frank Elliott of the Chicago Theological Seminary was selected as the outstanding graduate of a seminary for the seminary fellowship. He will complete his fellowship year working at an NBC station.

AFN Now Broadcasts 17 Hours Daily; Eisenhower Approves Allied Effort

THE NEW Allied Forces Network, which began operating on "D-Day plus one" (Wednesday, June 7), is now functioning 17 hours daily, feeding regular program service to Allied invasion troops. This was disclosed last week in an announcement by the New York headquarters of BBC, providing "official details" on the operation [BROADCASTING, June 12].

Radio will follow American soldiers of the AEF as they penetrate deeper into France with a rounded service of programs unlike anything heretofore attempted in military history, said the announcement. The new service, transmitted over BBC facilities, was undertaken with the approval of Gen. Eisenhower and officially described as "a truly inter-allied effort in broadcasting".

Hear Home News

Head of the operation is Morris Gorham, of BBC. Col. E. M. Kirby, detached recently as chief of the Radio Branch of the Army's Bureau of Public Relations in Washington, is the ranking military man and director of SHAEF broadcasting activities.

The initial service uses BBC studios and transmitters radiating "a powerful medium wavelength" directed across the channel from Great Britain. The assigned frequency is 1050 kc.

News resumes are being broadcast every hour on the hour, or 18 a day. Special bulletins are also transmitted to announce any outstanding development. In addition, "home" news of the United States, Canada and Great Britain is being relayed from the American Forces Network in Britain and the general forces program of the BBC and from the Canadian Broadcasting Corp.

Typical American entertainment, such as Bob Hope, Jack Benny and other top-flight performers, supplemented by live shows given by American entertainers in Britain and later in France, when the invasion front is firmly established, will continue to be provided. Other live programs arranged by the War Department to meet the appetite of GIs for baseball and sports news are planned.

The BBC announcement declared that a joint Anglo-American radio production staff will supply special programs. For Canadians, they will be provided by the London unit of CBC. The BBC's general forces service, on which are carried network entertainment programs for American troops in India, will also supply material to the BBC program for the AEF.

Lever Bros. to Sponsor Television Film on Coast

FILM SHORT to be used exclusively for television transmission and built to commercial specifications of Lever Bros. (Kinso soap) is being made by Pine-Thomas Productions, Hollywood film studio. Arrangements were made by Ruthrauff & Ryan, when Lee Cooley, agency television director, was in Hollywood on a television survey assignment. Mr. Cooley collaborated on the script with Maxwell Shane who is now directing the film, scheduled for release on W2XWV New York.

Live talent experimental shows will be given on Don Lee television station W6XAO Hollywood, starting June 26, according to Ralph B. Austrian, executive vice-president of RKO Television Corp. Shows will be produced by Charles B. Smith, newly appointed West Coast representative of the company. They will be experimental in nature, designed to perfect plans for program presentation. Mr. Smith also continues in capacity of radio contact for RKO Radio Pictures Inc.

BMI Directors

C. W. MYERS, KOIN Portland, Ore., J. Leonard Reinsch, WSB Atlanta., Robert D. Swezey, Blue Network, and Carl Haverlin, MBS, were elected directors of Broadcast Music Inc. at a board meeting last Tuesday. Three were elected in accordance with an increase of board members from seven to 10, authorized the day before by BMI stockholders. Mr. Haverlin replaces Walter J. Damm, WTMJ Milwaukee, who resigned after five years service because of pressure of additional work.

WRGB Video Booklet

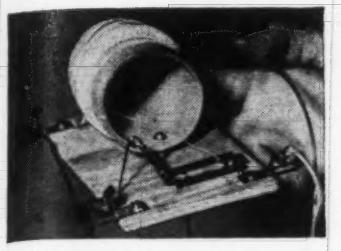
GENERAL ELECTRIC Co. has issued a booklet titled "Television at WRGB", designed to show the history of the station, explain its present day operation and forecast its future. Booklet is in brochure form and may be obtained by writing to General Electric Co., Schenectady, N. Y., requesting booklet GEB-146.

BOB HOPE, NBC comedian, is the author of a book, published last week, in which he recounts his experiences while entertaining serviremen overseas. *I Never Left Home*, Bob Hope. Simon & Schuster, New York. $1 (paper-bound) $2 (cloth bound).

U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS



THIS DUPLICATE of the homemade "foxhole razor blade radio set", now reported in use among American soldiers on the Italian front, was reconstructed by NBC engineers at the instigation of O. B. Hanson, vice-president and chief engineer. Mr. Hanson saw a description and a diagram of the set in a letter dated from Anzio, and written by Lt. Maxie L. Rupert to Marlin Firearms Co.

Lt. Rupert advised the company that G.I.'s were making their own receiving sets with a Marlin blue steel double-edged razor blade, fastened to a block of wood, a safety pin, a coil of wire with 120 turns and a headset. "Reception is very good," he wrote, "and at night we can get several stations including the Berlin "Sally" program put out in English.

NBC's duplicate worked and Mr. Hanson noted that reception would be improved by fastening a piece of pencil lead to the pin, which touches the blade's surface.

Allison in D. C.

M. F. (Chick) ALLISON, who has been commissioned a lieutenant (j.g.) in the Navy, [BROADCASTING, June 12] has been assigned to the Administrative Service Division of the Bureau of Supplies & Accounts in Washington. He will be engaged largely in radio work consisting of scripts and special events. Mr. Allison graduated from Kansas State College in 1930, where he majored in jouralism. In 1940 he joined WLW Cincinnati where he was in charge of trade paper advertising, sales presentations, Hooper studies and direct mail.

Lt. Allison

REACH THE *Active* SALT LAKE MARKET THROUGH KDYL UTAH'S NBC STATION

S. S. FOX, President and General Manager

JOHN BLAIR & CO. National Representative

NLRB Action May Break Petrillo Hold on Disc Turners

NABET Takes Measures to Enforce Its Contract For Turners with NBC and Blue Networks

STOPPED by the National War Labor Board from moving in on turntable operations at all network-owned stations, James C. Petrillo, president of the American Federation of Musicians, last week was in danger of losing his hold over platter turners in two major stations in which he had obtained a wedge for further penetration in the radio industry.

The National Assn. of Broadcast Engineers & Technicians [NABET], which successfully resisted Mr. Petrillo's efforts in concert with Ed J. Brown, president of the International Brotherhood of Electrical Workers, and all four major networks to eliminate NABET technicians from 12 stations, took steps to enforce its contract with NBC and Blue which, NABET claims, gives it jurisdiction over turners in WMAQ and WENR.

Complaint Broadened

NABET amended its unfair labor practice charge, on file with the National Labor Relations Board, against the network companies, expanding its complaint to include violations of Section 8(3) and 8(5) of the National Labor Relations Act. Citing these provisions, the union charges the networks with favoring one union (AFM) against another and refusal to bargain.

NABET expects that NLRB will issue a complaint against both NBC and Blue, charging the networks with violating contracts entered into with NABET in 1943 which allegedly covers jurisdiction over platter turners. NABET originally granted an exception four years ago in its contract with NBC temporarily relinquishing platter turner functions to AFM in the two Chicago stations then owned by the network. NABET later withdrew this exception and subsequent contracts with NBC and Blue included platter turner jurisdiction but the networks continued to give this jurisdiction to AFM in Chicago and, NABET contends, has refused to bargain with the technicians union. Should the NABET complaint be prosecuted by NLRB, Mr. Petrillo's musicians would be required to yield turntable operations to the technicians, reducing AFM jurisdiction on platter turners to a few stations in Chicago and all St. Louis stations.

Efforts of the AFM to force additional musicians for platter turning operations on WJJD Chicago, resulting in a strike of musicians when the station refused its demands [BROADCASTING, May 1], failed to materialize when the NWLB ordered the strike terminated. Officers of the AFM local walked out of a NWLB regional hearing in Chicago May 29 when portions of their testimony were disallowed by the panel. The local is operating under terms of an expired contract pending approval by the FCC of the sale of the station to Marshall Field

In pursuing its case against NBC and the Blue, NABET is following up its strengthened position gained last week when NLRB announced the results of a strike vote of NABET members to determine the union's intentions to strike in the event the musicians move in on NOBET'S jurisdiction. Out of 540 members polled the vote showed 452 voting in favor of striking, 20 against, 58 members not voting, and 10 votes marked void.

Although the "status quo" request issued by the NWLB [BROADCASTING, May 5] prevented the threatened strike of NABET, the union exercises its right to take action. Allan T. Powley, president, declared, however, that his organization has no intention of striking as long as the case is in status quo.

Issues Not Settled

NWLB has not yet taken action to settle the issues which brought the case before it. Ordinarily, it would appoint a panel to hold hearings on the dispute or handle the case itself. It appeared, however, that since the jurisdictional question is so closely bound up with the question of contract violation, that the Board would wait upon the results of NABET's case before the NLRB before it takes further action.

Meanwhile, progress on the amendment (S-1957) by Sen. Vandenberg (R-Mich.) to prevent Mr. Petrillo from interfering with noncommercial, educational and cultural broadcasts was reported in the Senate. Sen. Tunnell (D-Del.), chairman of the subcommittee of the Interstate Commerce Committee appointed to handle the legislation, announced that the bill will be reported favorably to the full Committee, probably this week. Other members of the subcommittee are Sens. Truman (D-Mo.) and Gurney (R-S. D.).

New Program

STANDARD BRANDS Inc., New York, on July 3 will start *This Changing World* on CBS Monday through Friday, 10:30-10:45 a.m., replacing *The Open Door*. Shift to the new serial is an attempt to attain a higher rating than that reached by *The Open Door*, according to Ted Bates Inc., New York, agency in charge. Program will continue to promote Standard Brands coffees and deserts.

First PAST

21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First PRESENT

All surveys agree WRC leads morning, afternoon and night.

First FUTURE

Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for WRC

We've Been FIRST Continuously Since 1923

WRC Washington

AP

WRR, Dallas, Texas

. . . Eisenhower planned an invasion. AP planned to report it. Execution of both were superb.

Jim Alderman,
News Editor

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KTFI
TWIN FALLS · IDAHO

Miller to Sponsor Legislation Plank

House Prober to Tell GOP FCC Endangers Freedom

A RESOLUTION pledging the Republican Party to legislation which will assure "freedom of speech by radio" and "freedom from Government interference" will be sponsored at the Republican National Convention next week by Rep. Louis E. Miller (R-Mo.), candidate for re-election and member of the House Select Committee to Investigate the FCC.

Rep. Miller

"In winning the war abroad, we must not lose it at home," Rep. Miller will tell his colleagues. "Any attack on the fundamental freedom of the individual must be met and repelled. Today, American people are in danger of being told by a Government agency what they may and may not hear over their radios. Freedom of speech by radio—freedom from Government interference—is in jeopardy."

"American broadcasting is the finest in the world," he said last week. "It has brought us the finest entertainment, the best news coverage and a full and fair presentation of public questions.

"We need a new radio law which will define, in clear and unmistakable language, the role of the FCC. It should not be allowed to refuse a radio station a license because of its own special ideas of radio programming or business conduct. So long as a broadcaster complies with the necessary engineering standards and the general laws applicable to all business, no Commission should have the power to refuse him a license to operate a station because of differences of opinion as to what the people should be allowed to hear."

Rep. Miller left Washington last Saturday for his home in St. Louis preparatory to attending the Convention.

NAB Honored

THE NAB was among those selected by the Chief Signal Officer of the Army to be awarded the Certificate of Appreciation for outstanding service. The association is cited for its cooperation in establishing and developing the Signal Corps Enlisted Reserve Pre-Service Training Program. It encouraged affiliated stations to give air time and participate in the drive to secure and train men for radio. The NAB also assisted and advised in preparation of training manuals. Walter S. Lemmon of the International Business Machines Corp. won a certificate for his assistance in the development and adaptation of the Radiotype to the highly specialized requirements of War Dept. Communications.

GRADUATION of the fourth announcers school at WEEI Boston attracted this gathering of station managers or their representatives to audition the graduates. Back row (l to r), Harold E. Fellows, general manager of WEEI; Dick Bates, WGAN Portland, Me.; Dol Brissette, musical director, WORC Worcester, Mass. Front row, Wayne Latham, general manager, WSPR Springfield, Mass.; Dave Harris, WTAG Worcester, Mass.; Fred E. Ripley, general manager WPRO Providence, R. I.; Jack Maloy, assistant production manager, WEEI Boston; Ray Girardin, production manager, WEEI. Several graduates made connections.

No Early Appointment to FCC Is Seen; Wheeler Plays Host; Craney Returns

THERE was little to indicate last week that an immediate appointment will be made by President Roosevelt to fill the vacancy on the FCC which will be created by the voluntary retirement of Commissioner T. A. M. Craven on June 30. Comdr. Craven will become vice-president of the Iowa Broadcasting Co. (Cowles stations) and will headquarter in Washington.

Thus far the only name prominently mentioned has been that of Dr. Irvin Stewart, executive secretary of the Office of Scientific Research & Development, who was Comdr. Craven's predecessor, having been appointed to the original FCC in 1934. He voluntarily retired in 1937.

Union Candidate

A labor union candidate mentioned last week was Gennerd D. Gleason of Portland. He has been endorsed by United Telephone Employes of Oregon Inc., an independent telephone union affiliated with the National Federation of Telephone Workers. It was felt that the President might be disposed to forego the appointment until after the Congressional recess, or possibly even after the November elections.

All thought of an FCC reorganization, such as that proposed in the White-Wheeler bill, evidently has been discarded. Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, was host to five members of the FCC last Monday at a dinner at the Willard Hotel in Washington. It was believed the legislative and regulatory situation was discussed. Commissioners present were Chairman Fly, Durr, Case, Walker and Jett. Comdr. Craven did not attend and Commissioner Wakefield is out of the country.

Ed Craney, operator of KGIR Butte, Mont., and the Z-Bar Network, also attended the dinner. He returned to Montana last Thursday after having been in Washington almost continuously since November to assist Chairman Wheeler in the drafting of the White-Wheeler Bill.

RCA Rome Service

DIRECT radiotelegraph service between New York and Rome was reopened last Tuesday by RCA Communications Inc., whose engineers and operators, headed by Thomas A. Meola, head of both the Rome and Naples stations, moved into the conquered capital on the heels of the Allied occupation forces. New service supplements that between New York and Naples, opened by RCA on Feb. 1.

"It was you who said WFDF Flint urged us to enroll!"

Sales of WWPG, KWAL Sanctioned

KWBU Assignment of CP To Century Authorized

JAMES A. BOHANNON, president of the Brewery Corp. of America and his two sons now officially acquire half interest in WWPG Palm Beach, Fla., through FCC approval last week of relinquishment of control and stock sale by Charles E. Davis, founder, president and manager of the station who continues as directing head and half owner, for a total consideration of $30,000. Acquisition was by the Ajax Corp., a family holding company in which the senior Bohannon holds 75% interest. Transaction covered $12,500 for 125 shares common stock and $17,500 for investments in real estate and tangibles.

KWBU Assignment

KWAL Wallace, Ida., was granted transfer of control from Clarence Berger to J. R. Binyon, president and 25% owner, who also holds half interest in KEVE Everett, Wash. Involved in the transaction was the sale for $500 of 500 shares of common stock (50%) formerly held by Mr. Berger to Mr. Binyon by H. C. Nickelsen, vice-president and 25% owner of KWAL, who was decreed the stock as plaintiff in a case against Mr. Berger before the Superior Court of Washington.

KWBU Corpus Christi, Tex., was granted consent for assignment of construction permit from Baylor U. to Century Broadcasting Co. a new corporation composed of Carr P. Collins, president, head of Crazy Water Crystals Co.; Pat M. Neff, vice-president; E. R. Nash, secretary; and L. L. Waller, treasurer. Equipment for the 50,000 w outlet is that of the former XEAW Reynosa, Mexico [BROADCASTING, July 19, 1943].

The Commission last week also approved of the voluntary assignment of KSRO Santa Rosa, Cal., from Ruth W. Finley, executrix of the estate of E. I. Finley, deceased, to Ruth W. Finley as an individual. Power of attorney was also granted to T. E. Roderick and Olga B. Roderick to administer the affairs of Dorrence D. Roderick, operator KROD El Paso, Tex., and now in the armed service, in connection with the affairs of the outlet.

Shift of Cincinnati Net Affiliations Due; WKRC Will Rejoin CBS Next Year

A SHUFFLE of network affiliations in Cincinnati was foreshadowed last week with the announcement by Herbert V. Akerberg, CBS vice-president in charge of station relations, that WKRC, owned by the *Times-Star*, will rejoin the network on June 1, 1945, as a basic station. The station was a CBS outlet from 1927-1939 and formerly was owned by CBS.

Present outlet for CBS is WCKY, which joined the network in 1939. WKRC, since that switchover, has been affiliated with Mutual and formerly was a stockholder member of the network and keyed its southern segment.

WCKY May Get Blue

The sale of WSAI by Crosley Corp. to Marshall Field, Chicago merchant and publisher of the *Chicago Sun* and *PM*, subject to FCC approval, [BROADCASTING, June 12], also may have a bearing on the Cincinnati network affiliations. WSAI is under contract as a Blue Network outlet until June 15, 1945. There have been conversations with the Blue on behalf of WCKY, it is understood.

WCKY operates with 50,000 w on 1530 kc and is owned by L. B. Wilson. WKRC operates with 5,000 w day and 1,000 w night on 550 kc. Manager is Kenneth W. Church, former sales manager of KMOX, CBS-owned station in St. Louis. WSAI operates on 1360 kc. with 5,000 w and is directed by James D. Shouse, vice-president of Crosley Corp. in charge of broadcast operations. WKRC was owned and operated by CBS from October 1931 until its sale to the *Time-Star* in November 1939. WCKY, prior to the 1939 switch, was an NBC Blue outlet.

WORL, WCOP PLEA IN DUOPOLY DENIED

DESPITE completion of negotiations through which the Cowles stations group acquired WCOP Boston from the Arde Bulova interests [BROADCASTING, June 12], the FCC last Tuesday denied petitions of Broadcasting Service Organization, licensee of WORL Boston, and Massachusetts Broadcasting Corp., licensee of WCOP, for an extension of the duopoly rule (3.35 under Order 84-B) effective date to Aug. 1. Petitioners requested a 60-day extension to permit time for filing application for consent to transfer.

By its action, in which Commissioner T. A. M. Craven did not participate, the Commission designated for hearing the application for renewal of WORL and auxiliary. Commissioner Craven leaves the FCC June 30 to become vice-president of the Cowles group in charge of eastern operations.

WILL PAY TOP PRICES
for
1000 WATT TRANSMITTER EQUIPMENT INCLUDING

FREQUENCY MONITOR
MODULATION MONITOR
TWO INSULATED TOWERS
SPEECH INPUT EQUIPMENT
(Approx. 350 feet)

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Phone: Metropolitan 0540

CAB to Measure Audience for FM

First Continuing Check Not Yet to Be Made Public

PLANS to start a continuing historical record of FM listening were announced last week by A. W. Lehman, president, Cooperative Analysis of Broadcasting, who said they were an integral part of the CAB's new expansion program.

All listening to FM programs in the 81 United States cities regularly covered by CAB field crews will be segregated for easy future reference and to maintain a continuing history of the total volume of listening to FM stations, both individually and collectively.

While data collected will not be made immediately available to CAB members or to the industry, the announcement terms the move significant in marking the first continuing check on FM listening on a national scale and in preparing the way for a more scientific evaluation of this kind of broadcasting by advertisers and agencies. The CAB will add a regular FM listening report to its service as soon as it is in the mutual interests of all its members, network advertisers and agencies, the announcement stated.

John Shepard 3d, president, American Network, FM organization, and operator of FM stations WGTR Boston and WMTW Mt. Washington, N. H., in a statement congratulating the CAB on "this progressive innovation", declared that "even though the data are not made public for the time being, a record of the growth of FM listening from the start will be invaluable to the industry when FM eventually becomes the powerful factor I expect it to be in American communications."

2 NEW DISCOUNTS IN CBS RATE CARD

CBS Rate Card No. 30, effective July 15, mailed last week to advertisers and agencies, introduces two new discounts to advertisers not now using the full network plan (providing a 15% discount). New discounts are 12½% for programs using stations whose card rates aggregate 95% of the full CBS network and 10% for programs using stations whose card rates total 90% of the full network.

Full network discount of 15% is continued, but will be granted only for programs using the actual full network of 125 paid stations. An accompanying letter from William C. Gittinger, CBS vice-president in charge of sales, said that "advertisers currently earning the 15% discount for the use of the 108 paid stations which comprised the full CBS network when the plan was announced two years ago, will be protected for 12 months."

Since the last rate card, nine additional bonus stations have joined CBS, making a total of 16 bonus stations on the new card, most of which will be added to the "paid" networks of advertisers earning the 10% and 12½% discounts as well as to those taking the full network. In the two years the full network plan has been operative, more than half of all CBS clients have taken advantage of the plan, the letter stated.

Blackhawk Expands

BLACKHAWK BREWING Co., Davenport, Ia. (Blackhawk Topping), has appointed H. W. Kastor & Sons, Chicago, to handle its advertising. Now distributing in Iowa, Oklahoma, Missouri and Illinois, company is planning territorial expansion. In addition to newspaper and outdoor advertising, five-weekly, quarter-hour programs will be used on principle Iowa stations with expansion to follow. Full campaign plans will be announced at a future date.

AIRING ST. LOUIS transportation strike dispute from Mayor Kaufmann's affice [BROADCASTING, June 5], KSD St. Louis initiated what is believed to be the first behind the scenes broadcast of a major strike. Two other stations, KMOX and KXOK followed suit, thus giving full coverage to the talks between S. D. Flanagan (standing left) attorney for AFL street car and bus operators' union, and City Counselor J. E. Holland (sated center) and Mayor Kaufmann (in white shirtsleeves at right) who listened to the conversation which the stations carried.

Net Optioning Total of Three Hours Held by FCC as Maximum in a Period

A NEW interpretation of the FCC's network regulations, relating to option time, holding that not more than a cumulative total of three hours may be optioned by all networks, whether national or regional, in any five-hour segment, was given informally by the FCC last week and may have an important bearing on clearance of network programs.

The situation arose when an eastern station affiliated with a major network and also a regional network outlet filed with the Commission, pursuant to the regulations, contracts covering network service. The FCC law department notified the station, through Washington counsel, that the cumulative total of hours optioned for network programs exceeded the maximum of three hours in any five-hour segment (Rule 3.104).

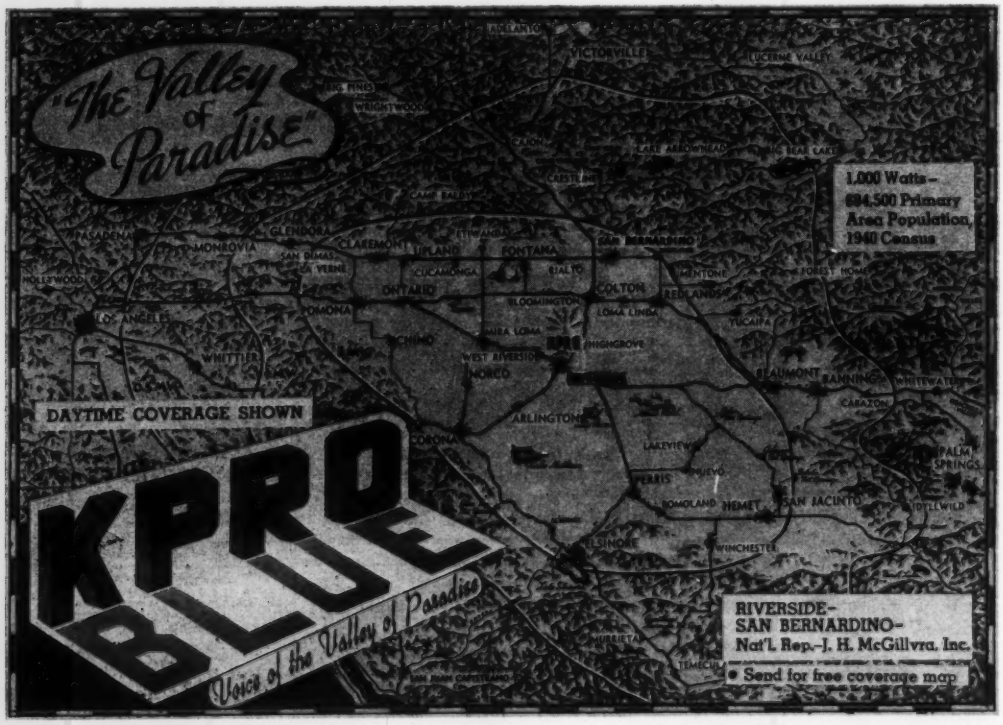
The station contended, however, that it had not exceeded the three-hour maximum insofar as its major network affiliation was concerned and that the additional option time covered purely regional network service. The matter was taken up with the Commission, with the informal opinion orally transmitted to the station, that the rule applied to option time on 56 days' notice covering all network programs, irrespective of source. The station was not cited for hearing, but was asked to comply with the letter of the rule.

Radio attorneys interpreted the ruling as one that means stations must devote two hours of each five-hour segment to national spot or local business, except as to such network programs as the station may be willing to take and the networks willing to supply without an option arrangement.

Mentholatum Spots

MENTHOLATUM Co., Wilmington, Del., starting July 3, begins a spot campaign on 125 stations on the Pacific Coast and throughout the West, using one-minute live announcements, quarter-hour news, musical and participation programs. Plans are under way to add other outlets throughout the country. Firm last week started a thrice-weekly quarter-hour program on 14 Pacific Coast Blue stations. Agency is J. Walter Thompson Co., New York.

GEORGE HICKS, Blue correspondent in London, responsible for some of the outstanding Navy recordings of the invasion, was guest of honor on the *Women in Blue* series, Saturday, 2-2:30 p.m. on the Blue network. Hicks' message to the WAVES was shortwaved from London.



'Farm, Home Hour' Change Protested

Iowans Want It Continued, Gillette Advises Wickard

PROTESTS from Iowans over curtailment by the Blue Network of the *National Farm & Home Hour* [BROADCASTING, May 29], made to Sen. Guy M. Gillette (D-Ia.), member of the Senate Agriculture & Forestry Committee, brought from Secretary of Agriculture Claude R. Wickard the statement that "the Department of Agriculture may be compelled to rely on commercial sponsorship in order to have access to network facilities".

Sen. Gillette last week announced that he had received several letters from livestock commission firms and stockmen in western Iowa, asking that he use his influence to have the Blue Network continue the *National Farm & Home Hour*. The Senator wrote Secretary Wickard as follows:

Gillette Suggests Sponsor

"I have received from my home State expressions of grave concern over the prospective abandonment of the *Farm & Home Hour*, which has been a feature of the Blue Network for some 17 years. The elimination and curtailment of this program will be a matter of real loss to the people of the middle west, to whom it has become not only a pleasant and interesting program, but also a necessary part of their days. Constituents have suggested re-institution of the program as a feature for the middle western section of the country."

Sen. Gillette's letter suggested that in view of reports that stations in the thickly urban-populated East and far West objected to carrying the program because of its exclusive appeal to farmers, perhaps the program could be aired for listeners between Buffalo and Denver. He further suggested that the National Livestock Exchange might be interested in sponsoring it.

"We have always held that public service of this sort is a responsibility of the networks and stations rather than advertisers. And I still hold to that principle," Secretary Wickard replied. "However, if we must bow to the inevitable we will seek sponsorship of a type that will not place us in the position of endorsing a farmer product and that will not cause our information to reflect the views or policies of the sponsor. In other words we must have complete freedom in deciding what information is to be broadcast and how it is to be handled."

Secretary Wickard advised Sen. Gillette that the Dept. of Agriculture would "prefer a truly national farm service rather than one limited to any one section of the country". He also informed Sen. Gillette that criticism had been received because the program appeared to "emphasize midwest agriculture" but added that "mail response shows that the program is popular in all regions".

Secretary Wickard sent to the Iowa Senator notes taken by Wallace Kadderly, chief of the USDA Radio Service at a meeting in May with Phillips Carlin, Blue vice-president in charge of programs, in which Mr. Carlin outlined the new program *The Homesteaders* which, today (June 19) was to replace *Farm & Home Hour* except on Saturdays.

Rep. Hampton P. Fulmer (D-S. C), chairman of the House Agriculture Committee, said he had received no comments regarding the program.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BORDEN CO., New York, manufactured products division (Hemo, chocolate health drink), on July 1 starts Fannier Hurst on 189 Blue stations, Sat. 10-10:30 a.m. Agency: Young & Rubicam, N. Y.

GROVE Labs., St. Louis (cold tablets, B complex vitamins), on June 26 starts Cedric Foster on 48 MBS stations, Mon., thru Fri., 2-2:15 p.m., having dropped 49 MBS stations from Ray Dady to a total of 7 MBS stations Mon. thru Fri., 1-1:15 p.m. Agency: Russell M. Seeds Co., Chicago.

WASHINGTON Cooperative Egg & Poultry Assn., Seattle (dairy products), on June 24 starts for 52 weeks Dr. Wallace Sterling—News Analysis, on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KIRO), Sat., 7:45-8 p.m. (PWT), with transcribed repeat on KOIN KFPY, Sat., 9:30-9:45 p.m. (PWT). Agency: Pacific National Adv., Seattle.

GOVT. of Canada, Dept. of National Defense, Ottawa (recruiting) on June 26 starts *Le Pierre Jovial* on 14 CBC French-language stations, Mon. thru Fri. 7-7:15 p.m. Agency: Vickers & Benson, Montreal.

NATIONAL BOARD of Fire Underwriters, New York, on July 22 starts Leland Stowe on 75 Blue stations, Sat., 7:15-7:30 p.m. Agency: MacFarland Aveyard & Co., N. Y.

MENTHOLATUM Co., Wilmington, Del., June 12 started *What's Doin' Ladies* on 14 Pacific coast Blue stations, Mon., Wed., Fri., 2:15-2:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

DUFFY MOTT Co., New York (fruit juices), on June 19 for 52 weeks renews Imogene Wolcott on 57 MBS stations, Mon., Wed., and Fri., 11:45-11:55 a.m. Agency: Al Paul Lefton Co., Philadelphia.

BARBASOL Co., Indianapolis, on July 2 for 52 weeks renews Gabriel Heatter on 147 MBS stations, Sun., 8:45-9 p.m.; R. B. Semler, New York, on July 3 for 52 weeks renews Heatter on 180 MBS stations, Mon., Wed., and Fri., 9-9:15 p.m.; Zonite Products on July 4 for 52 weeks renews Heatter on 177 MBS stations, Tues., and Thurs., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

ANCHOR-HOCKING GLASS Corp., Lancaster, O. (institutional), on July 6 for 52 weeks renews *Corliss Archer* on 123 CBS stations and shifts from Sat., 5-5:30 p.m. to Sun., 7-7:30 p.m. Agency: William H. Weintraub & Co., N. Y.

FORD MOTOR Co., Dearborn (institutional), news for 52 weeks on 161 Blue stations, effective the week of July 8. *Watch the World Go By*, Mon. thru Fri., 8-8:15 p.m., *Early American Dance Music*, Sat., 8-8:30 p.m. and *Greenfield Village Chapel*, Sun., 8-8:15 p.m. Agency: J. Walter Thompson Co., Chicago.

KELLY DOUGLAS & Co., Vancouver (Nabob coffee) on June 12 renewed *Nabob Coffee Time* to Sept. 8 on CFCF CKCO and CFRB. Mon. thru Fri. 8:15-8:30 a.m. Agency: Cockfield Brown & Co., Montreal.

Network Changes

CONTI Products, New York, on June 22 for summer replaces *Treasure Hour of Song* with *Starlight Serenade* on 21 MBS stations, Thurs., 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

AMERICAN MEAT Institute, Chicago on July 9 shifts *The Life of Riley* from 127 Blue stations, Sun., 3-3:30 p.m. to 167 Blue stations, Sun., 10-10:30 p.m. Agency: Leo Burnett Co., Chicago.

SEALTEST Inc., New York (milk and ice cream), on July 6 for 8 weeks replaces Joan Davis & Jack Haley with Edward Everett Horton on 71 NBC stations, Thurs., 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

GENERAL FOODS Corp., New York, on July 6 for 52 weeks renews Thurs. 8-8:30 p. m. on 123 NBC stations and for 10 weeks replaces *Maxwell House Coffee Time*. Thurs. 8-8:30 p. m., with *Those We Love* (Grapenut Flakes), shifting from Sun., 2-2:30 p.m. beginning June 22. Agencies: Young & Rubicam, N. Y. (Grapenuts); Benton & Bowles, N. Y. (Maxwell House coffee). On Sept. 17 G-F resumes *Kate Smith Hour*, shifting from Fri., 8-8:55 p.m. to Sun., 7-8 p.m., continuing on 122 CBS stations. Agency: Young & Rubicam, N. Y. G-F on July 6 also renews for 52 weeks Thurs., 8:30-9 p.m. on 130 NBC stations, discontinuing *Aldrich Family* which on Sept. 15 resumes on more than 120 CBS stations, Fri., 8-8:30 p.m. for Postum; G-F resumes undetermined program on NBC Thurs., 8:30-9 p.m. Aug. 31, after 11-week interval. Agency: Young & Rubicam, N. Y.

GULF OIL Corp., Pittsburgh (motor oil, gas), on June 18 shifted *We The People* from Sun., 7:30-8 p.m. to Sun., 9:30-10 p.m. on 96 CBS stations. Agency: Young & Rubicam, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (tooth powder), on July 4 for an indefinite period replaces *The Judy Canova Show* on 124 CBS stations, Tues., 8:30-8:55 p.m. with *Colgate Theater of Romance*. Agency: Sherman & Marquette, N. Y.

EVERSHARP Inc., Chicago (pens, pencils), on July 4 shifts *Let Yourself Go* from 142 Blue stations, Tues., 7-7:30 p.m. to Tues., 10:30-11 p.m. Agency: Biow Co., N. Y.

STANDARD BRANDS Ltd., Montreal (Chase & Sanborn coffee) on June 11 replaced *Edgar Bergen and Charlie McCarthy* with *Gracie Fields* on 36 CBC Trans-Canada network stations, Sun. 8-8:30 p.m. Agency: J. Walter Thompson Ltd., Montreal.

TEXAS Co., New York (Texaco Products), on July 2 for an indefinite period replaces Fred Allen's *Texaco Star Theatre* with *Music for America* on 123 CBS stations, Sun., 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

CREW of the Good Ship Grace Inc., Los Angeles (religious), on June 6 shifted *Haven of Rest* on 36 Don Lee Pacific stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT), to 24 ABC Pacific stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT). Agency: Broadcast Adv., Los Angeles.

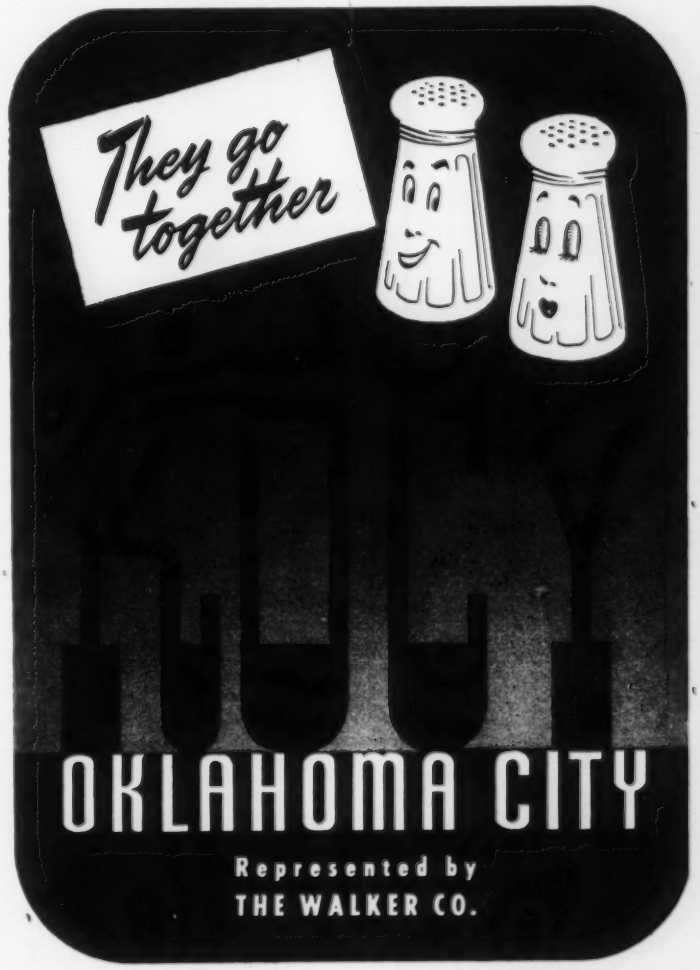
BIBLE INSTITUTE of the Air, Los Angeles (religious), on June 5 shifted Dr. Louis T. Talbot, on 36 Don Lee Pacific stations, Mon., Wed., Fri., 8:8:30 a.m. (PWT), to 10 ABC Pacific stations, Mon., Wed., Fri., 8-8:30 a.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on May 31 expanded *Bulldog Drummond* on 19 Don Lee Pacific stations to 36 Don Lee Pacific stations, Wed., 8:30-9 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camel Cigarettes) on June 15 for 16 weeks replaced *Abbott & Costello* on 135 NBC stations, Thurs., 10-10:30 p.m. with *Camel Presents Harry Savoy* and on July 6 for 52 weeks renews Thurs., 10-10:30 p.m. Agency: William Esty & Co., N. Y.

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh (institutional) on June 12 replaced *Top of the Evening* on 165 Blue stations, Mon., Wed., Fri., 10:15-10:30 p.m. with Ted Malone. Agency: McCann-Erickson, N. Y.

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., on July 3 shifts *Thanks to the Yanks* from 133 CBS stations, Sat., 7:30-8 p.m. to 131 CBS stations, Mon., 7:30-8 p.m., replacing *Blondie*. Agency: William Esty & Co., N. Y.



WDRC
CONNECTICUT'S PIONEER BROADCASTER
IT ALL ADDS UP . . . TO 3!
Here's a simple—and completely dependable formula for placing spot announcements in Hartford. Get WDRC's winning combination of 1) coverage, 2) programs and 3) rate!
USE WDRC TO CONNECT IN CONNECTICUT
CBS

SPORTS MUSIC NEWS
W ★ H ★ N
50,000 WATTS
DIAL 1050

Another WCKY Star

DAVID CARTER DEANE
WCKY ORGANIST
50,000 WATTS
C B S
THE L. B. Wilson STATION

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 10 TO JUNE 16 INCLUSIVE

Decisions . . .

JUNE 13

KWAL Wallace, Ida.—Granted transfer of control from Clarence Berger to J. R. Binyon, by transfer 500 sh (50%) capital stock for $500.

KSRO Santa Rosa, Cal.—Granted voluntary assignment from Ruth W. Finley, executrix of the estate of E. L. Finley to Ruth W. Finley, individually.

KPPC Pasadena, Cal.—Granted mod. license change hours of operation from S-KFXM to specified hours.

WCHS Charleston, W. Va.—Designated for hearing application for CP install new transmitter, change 580 kc to 640 kc and increase 5 kw to 50 kw.

WQAM Miami, Fla.—Designated for hearing application for mod. license to use auxiliary transmitter during N operation.

KROD El Paso, Tex.—Granted license renewal, together with power of attorney to T. E. Roderick and Olga B. Roderick to administer affairs of Dorrance D. Roderick in connection with station.

WWPG Palm Beach, Fla.—Granted relinquishment control by Charles E. Davis through sale of 125 sh common stock to Ajax Corp. for $12,500 cash and $17,500 plus accrued interest from date of agreement to date of transfer, for 50% interest in a $35,000 mortgage secured by physical assets of licensee.

KWBU Corpus Christi, Tex.—Granted consent to assignment of CP from Baylor U. and Carr P. Collins to Century Broadcasting Co., new corporation.

WORL and WCOP Boston—Denied petition persuant to Order 84-B regarding multiple ownership and designated for hearing license renewal application of WORL and auxiliary.

KVI Tacoma, Wash.—Granted license renewal for period ending May 1, 1946.

WGAN Portland, Me.—Granted license renewal for period ending May 1, 1946.

WMFM Milwaukee—Granted license for new auxiliary modulator unit.

W9XER Kansas City, Mo.—Granted mod. license to change from developmental broadcast to FM station, with 6,700 sq. mi. coverage and studios in Kansas City, Mo.

JUNE 14

KSJB Jamestown, N. D.—Adopted as final proposed findings of fact and conclusion, as amended, granting mod. license change operating assignment from 1440 kc, 250 w, unlimited to 250 w D, 100 w N, 600 kc, conditionally.

JUNE 16

WELO Tupelo, Miss.—Granted license cover CP new station, 250 w, 1490 kc, unlimited.

WKY Oklahoma City—Granted mod. CP authorizing installation of DA-N, move transmitter and increase power, for extension completion date to 1-20-45.

WROX Clarksdale, Miss.—Granted license cover CP new station, 1450 kc, 250 w, unlimited.

Metropolitan Television Co., New York—Granted mod. CP for new experiment television station (W2XMT), for extension completion date to 12-31-44.

WFIL Philadelphia—Placed in pending file application for new commercial television station.

United Detroit Theatres Corp., Detroit, Mich.—Same.

KUTA Salt Lake City—Same.

WEBR Buffalo—Same.

WEBR Buffalo—Placed in pending file application for new FM station.

KDYL Salt Lake City—Same.

WHBC Canton, Ohio—Same.

WMBD Peoria, Ill.—Same.

WRNL Richmond, Va.—Same.

WCAE Pittsburgh—Same.

WCBS Springfield, Ill.—Same.

WAAW Newark, N. J.—Retained in pending file under policy adopted 2-23-43, application for mod. CP for new FM station, to move transmitter, extend commencement and completion dates and move studio from Jersey City to Newark.

Applications . . .

JUNE 12

WERC Erie, Pa.—CP change 1490 kc to 1230 kc.

WXYZ Detroit, Mich.—CP move auxiliary transmitter to site of main transmitter and operate with DA-N and 1 kw.

WOOD Grand Rapids, Mich—CP move formerly licensed 500 w main transmitter to site of present main transmitter and operate same as 500 w auxiliary with DA-N.

WBNS Columbus, Ohio—License to use transmitter formerly licensed to experimental high frequency station W8XVH as 250 w auxiliary (WELD).

KIUL Garden City, Kan.—CP make changes in transmitter equipment and increase 100 w to 250 w, amended to change name of applicant from Homer A. Ellison and Frank D. Conard to Frank D. Conard tr/as Radio Station KIUL.

JUNE 13

WNBC Hartford, Conn.—Transfer control from Arde Bulova and Harold A. LaFount to Yankee Network Inc.

Ronald B. Woodward, Utica, New York—CP new standard station, 1450 kc, 250 w, unlimited.

Northeastern Radio & Television Corp., Portland, Me.—CP new standard station, 1450 kc, 250 w, unlimited.

WPEN WPEN-FM Philadelphia—Transfer of control from Arde Bulova to Bulletin Co.

KRLD Dallas, Tex.—CP new FM station, 45,700 kc, 20,000 sq. mi., $150,000 to $175,000 estimated cost.

Globe-Democrat Publishing Co., St. Louis—CP new FM station, 44,700 kc, 10,083 sq. mi., amended to specify 46,300 kc.

JUNE 14

WAAT Newark, N. J.—CP new commercial television station, Channel 5.

First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs to CKLW Windsor, Ont., for period beginning 8-13-44.

James F. Hopkins Inc., Ann Arbor, Mich.—CP new standard station, 1050 kc, 1 kw, unlimited, amended to change power to 250 w and transmitter and studio site to be determined.

WMBS Uniontown, Pa.—CP new FM station, 48,100 kc, 10,240 sq. mi., $22,060 estimated cost.

WGOV Valdosta, Ga.—CP install new transmitter, increase 250 w to 1 kw, install DA-N and change 1450 kc to 950 kc, amended to change requested power to 250 w N, 1 kw D and omit request for DA.

Wooster Republican Printing Co., Wooster, Ohio—CP new FM station, 49,300 kc, 8,500 sq. mi., $35,325 estimated cost.

Thomas Garland Tinsley Jr., Richmond, Va.—CP new standard station, 1240 kc, 100 w, specified hours not assigned WBBL.

WBBL Richmond, Va.—CP change specified hours of operation from Sundays from 11 a.m. to 12:15 p.m. and 8 p.m. to 9 p.m., and move transmitter and antenna changes, in accordance with above application and contingent on grant of same.

WFOR Hattiesburg, Miss.—Vol. assignment of license from Forrest Broadcasting Co., a corporation to C. J. Wright, B. M. Wright and C. J. Wright tr/as Forrest Broadcasting Co., a partnership.

Board of Education of the City of Atlanta, Ga.—CP new noncommercial educational station, 42,500 kc, 1 kw (amended and resubmitted).

WTMJ Milwaukee—CP new developmental broadcast station, 45,500 kc, 100 w, special emission.

KFOX Long Beach, Cal.—Special service authorization to permit broadcasting information to longshoremen for period ending 10-1-44.

KFRE Fresno, Cal.—CP new commercial television station, Channel 2.

KWLK Longview, Wash.—Transfer control from Marjory McClung, executrix of estate of Ray McClung, deceased, and Hugh McClung to C. O. Chatterton.

WSPR Springfield, Mass.—License to cover CP for increase power D and changes in transmitting equipment. (incomplete).

JUNE 16

WSYR Syracuse, N. Y.—CP for changes in DA.

WCBM Baltimore—CP new FM station, 48,300 kc, 3,600 sq. mi., $18,360 estimated cost.

Central Ohio Broadcasting Co., Columbus, Ohio—CP new FM station, 43,100 kc, 21,010 sq. mi., $102,880.60 estimated cost.

WEMP Milwaukee—Voluntary assignment of license to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evelyn H. Dolph, Hope D. Pettey and Rachel Young LaFollette, co-partners d/b Milwaukee Broadcasting Co.

WMIN St. Paul, Minn.—CP new FM station, 45,700 kc, 13,273 sq. mi., $51,360 estimated cost.

Blue Network Co., Los Angeles—CP new FM station, 43,100 kc, 21,024 sq. mi., $98,750 estimated cost.

Nashville Radio Corp., Nashville, Tenn.—CP new standard station, 1450 kc, 250 w, unlimited (petition to reinstate).

Scripps-Howard Radio Inc., Houston, Tex.—CP new standard station, 1230 kc, 250 w, unlimited (petition to reinstate).

School District of Kansas City, Mo.—CP new non-commercial educational station, 42,500 kc, 1 kw, special emission (incomplete).

General Television Corp., Boston—CP new experimental television station, Channel 1 (formerly licensed WIXG (incomplete). Also license to cover same.

Atlantic Shores Broadcasting, Coral Gables, Fla.—CP new standard station, 1490 kc, 250 w, unlimited.

Mrs. Wilder Named

APPOINTMENT of Frances Farmer Wilder as consultant of daytime programs at CBS was announced last week by Douglas Coulter, CBS vice-president in charge of programs. Results of a newly completed survey of daytime programs soon to be released by CBS, will be used by Mrs. Wilder in her program work, he stated. Since 1938, Mrs. Wilder has served as director of education of CBS' Pacific Network.

Two Get Medals

KATE SMITH, CBS star sponsored by General Foods Corp., has received an "Eisenhower Medal" from the National Father's Day Committee, New York, as "the woman who has done the most to help the war effort" during the past year. NBC comedian Eddie Cantor, sponsored on NBC Bristol-Myers Co., as the radio father of the year, last week received a similar medal for outstanding achievement in American morale.

"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Announcing
the resumption of
FIELD AND ALLOCATION ENGINEERING SERVICE
with an enlarged engineering staff.
•
ANDREW CO.
363 E. 75th St., Chicago 19, Ill.
Triangle 4400

NEED
1000 WATT
TRANSMITTER
FOR
BROADCAST SERVICE
You write airmail, special delivery. We will telephone to make deal and telegraph cash.
BOX 370, BROADCASTING

EQUIPMENT WANTED
250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.
Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

FOR SALE
•
CASH ONLY
RCA 100 watt transmitter converted to 250 watts (has been approved by FCC) complete with tubes. $3250.
Wire or write Bob Alburty,
Radio Station WHBQ
Hotel Gayoso
Memphis, Tennessee

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Salesman Wanted—If you're looking for a good future, here's your opportunity: A Kentucky station 250 watt Mutual affiliate. Must be a hustler with a sales record back of you. References required. Box 332, BROADCASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give previous experience and salary expected first letter. All replies confidential. Box 383, BROADCASTING.

Salesman or sales lady, major New York station. Time-buying or selling experience. Box 384, BROADCASTING.

First Class Engineer for control room work, $50 per 40-hour week. WREN, Lawrence, Kansas.

Announcer for permanent employment on Mutual outlet. Capable man will be given program director's duties. Restricted, or better, license helpful but not required. Salary open. Write with full details to Radio Station WLAG, LaGrange, Georgia. Immediate employment available.

Wanted—commercial salesman by growing NBC station. Also experienced, ambitious, draft-exempt announcer with references, starting salary $40 week. Advancement. Apply KWBW, Hutchinson, Kansas.

Engineer, licensed, first class, preferably located in Midwest. Permanent position offered in progressive local network station, pleasant working conditions, nice location. Airmail qualifications and photo to Chief Engineer, WCLO Janesville, Wisconsin.

We need a good all-round announcer for small town station with big town schedule. You will be one of three on local sunset station with one day off weekly. Starting salary according to experience and ability. If you don't want a permanent location don't answer. We don't need hot-shot prima-donnas, we just want an ordinary, regular guy with enough experience to announce and operate a W-E board and use his head when he needs to. Our boys and girls know about this adv. That's our story, how about air mailing us yours if you think you're the fellow we're looking for. E. Z. "Easy" Jones, WBBB, Burlington, N. C.

Wanted—First or second class engineer, 250 watt NBC affiliate. Permanent position to right party. WJAC, Johnstown, Penna.

Announcers—Outstanding midwest 5,000 watter wants announcers at $65 for 48 hours. Must have at least one year's experience. Box 386, BROADCASTING.

Announcer capable of handling sports at once. Station WKZO, Kalamazoo, Michigan.

Situations Wanted

Chief Engineer: Desire change. Interested in connection Eastern section. Will not consider union station. Ten years' experience all phases broadcasting. Special and unusual experience on transmitters and speech equipment. Station size unimportant if position offers definite possibilities advancement both in responsibility and remuneration. Box 342, BROADCASTING.

Announcer—Woman. Five years experience as announcer. Box 334, BROADCASTING.

Offering, July 1st—Ten years' experience, including station and sales management; successful morning show; personality and punch announcing; commercially minded program direction. Seeking: Permanent connection of responsibility with good pay and advancement opportunities. 4F, 30, 3 children. Write Box 339, BROADCASTING.

Situations Wanted (Cont'd)

Manager, network station, age 38, university graduate, newspaper background, wants better postwar outlook. Prefer midwest. Box 366, BROADCASTING.

Station Manager—Versatile, energetic radio man, 13 years radio-publication experience, desires congenial, honest connection with promising future. Successful background as manager both local and regional network affiliates. Married with family, 3-A. Draft deferred. Box 372, BROADCASTING.

ANNOUNCER — 6 YEARS NEWS, SPORTS, COMMERCIAL, DISC—DEFERRED, 29, MARRIED—RECOMMENDATION PRESENT EMPLOYER—DETAILS BOX 374, BROADCASTING.

Announcer-Newscaster—Experienced. Versatile. Pleasing voice. Prefer West. Box 375, BROADCASTING.

Assistant Station Manager—Want permanent position as Assistant Station Manager with good broadcast organization with a future. 12 years experience as office manager auditor, accountant. Also experienced in radio announcing, program preparation, musical broadcasting, newscast. All experience on 1 KW educational station. Reliable, progressive, willing, fine personality. Married, age 37, draft exempt. You will give me this opportunity, won't you? West coast preferred. Box 377, BROADCASTING.

Experienced Announcer—Available immediately. Rich voice, smooth style. Personality. Metropolitan or surrounding area. Box 382, BROADCASTING.

Available immediately. Experienced chief engineer, 4F, now employed. Excellent references. Wire or write Engineer, care P. O. Box 81, Anderson, S. C.

Wanted to Buy

Will pay cash for 150 to 200 ft. tower. Also need console. Wire Box 388, BROADCASTING.

Wanted to buy either 250, 500, or 1000 watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted—One Presto 6-N or 6-D Recording Turntable, one Presto Equalizer Slider Box, One Presto Model Y Recording complete with amplifier, One Presto Type 88-A Recording Amplifier. Write or wire price and condition to Box 355, BROADCASTING.

Wanted—Used recording machine complete with microphone and amplifier. Prefer Presto. Box 376, BROADCASTING.

Wanted to purchase: Weston type 425 R.F. Ammeter 0-10 Amps. new or used. Box 381, BROADCASTING.

For Sale

Used Custom-Built Portable Instantaneous Recorder consisting of two 16" dual-speed turntables with heavy duty tables belt driven by special Bodine motors in spring suspended mounts. Two turntables, special pickup, high-fidelity radio tuner and amplifier housed in large portable case with detachable top. Provisions for one high impedance microphone, one Brush crystal microphone furnished. Special demountable table furnished to hold recorder case, has modern chrome plated legs. Heavy duty 12" electrodynamic speaker in separate matching portable case. Original cost $2,350.00, will sell as is, packed for shipment FOB Los Angeles for $995.00. First telegraphic money order or certified check takes same. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, California. Telephone EXposition 1742.

Miscellaneous

Radio Engineer wants operating contract. Will consider purchase of part interest in small station. Box 379, BROADCASTING.

Radio Engineer having available equipment desires to contact party wishing to apply for station in East. Box 385, BROADCASTING.

WANTED
250 WATT
BROADCAST TRANSMITTER
Highest cash price.
Quick action.
Box 371, Broadcasting

WANTED TO BUY
5 KW OR 1 KW RADIO STATION WITH COMPLETE EQUIPMENT. IN YOUR REPLY PLEASE STATE IN DETAIL THE DESCRIPTION OF THE EQUIPMENT YOU HAVE FOR SALE.
BOX 378, BROADCASTING

EQUIPMENT WANTED
250 Watt Transmitter. Studio Console, Modulation Monitor. Frequency Monitor, Tower, Ground Wire, other equipment.
BOX 199, BROADCASTING

EQUIPMENT WANTED
1 kw transmitter and all other accessories for 1 kw station. Give full details, description, etc.
Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

The **SCHOOL** *of* **RADIO TECHNIQUE**
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
SPECIAL SUMMER
6 Weeks' Day Courses
JULY 5 & AUGUST 2
8 Weeks' Evening Courses
JULY 18 & AUGUST 14
Taught by Network Professionals, for Beginner & Advanced students, include:
- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Lea Group to Probe Licensing by FCC

Transfers Under Quiz; Income Tax Phase Held 'Routine'

INVESTIGATION into alleged abuses of its licensing powers by the FCC will be conducted by the House Select Committee to Investigate the Commission in the near future, it was disclosed last week. At the same time, however, it was learned that the Committee will suspend public hearings indefinitely after this week to permit John J. Sirica, general counsel, and Harry S. Barger, chief investigator, to develop new phases of the probe, which began early in 1943.

When Mr. Barger concluded cross-examination of Dr. Robert D. Leigh, chief of the FCC Foreign Broadcast Intelligence Service, last Thursday afternoon, Chairman Clarence F. Lea (D-Cal.) said the Committee would go into executive session to hear three days of secret testimony by Commission witnesses in connection with the Radio Intelligence Division.

Income Tax Mystery

Some time this week the Commission will present its side of draft-deferment charges and Chairman James Lawrence Fly will be called for a day of cross-examination. Charles R. Denny Jr., general counsel, said with the draft deferment presentation, the Commission will have answered all charges made thus far before the Committee.

An air of mystery surrounded the Committee's request and the President's subsequent executive order granting the probers permission to inspect income tax returns for 1932-38 [BROADCASTING, June 12]. Chairman Lea said the Committee had "nothing definite in mind" but merely asked for the blanket authority "in case we find it necessary to look into incomes in connection with the investigation of station sales and transfers".

Other Committee members professed ignorance as to the purpose of the request, other than to affirm the chairman's statement that the Committee's next phase of investigation will be into the manner in which the FCC exercises its powers to license radio. Several station transfers of recent years also will be scrutinized, they added .

Mr. Sirica said he had requested Chairman Lea to ask for access to the income tax records at the Bureau of Internal Revenue as a routine matter. His predecessor, Eugene L. Garey, had made a similar request in March 1943 without success.

Reached in New York, Mr. Garey said the original request was merely routine and had no particular significance. It is customary, he explained, for Congressional committees investigating branches of the Government to request blanket permission to probe income tax returns, if such might be necessary to complete inquiries.

"I had no plans for looking at anyone's income tax return," said Mr. Garey, "but we did want to have arrangements made so the information would be available when and if it was wanted." Robert Barker, Committee investigator who served under Mr. Garey (resigning last November and returning to the staff when Mr. Sirica was named general counsel a few months ago) formulated the original request. He explained it was Congressional investigation procedure and had no particular current significance.

In four days of cross-examination last week Dr. Leigh staunchly defended the FBIS, criticized Mr. Garey, particularly for a closed session in May 1943 when he was examined by the former general counsel. He branded the sessions conducted by Mr. Garey as "star chamber" and declared: "Those were the most disgraceful proceedings I've ever seen in the history of investigative procedure."

Mr. Barger cross-examined the witness on a lengthy prepared statement which Dr. Leigh had submitted over a period of time, questioned him closely regarding propaganda and how the FBIS spent its appropriated funds. The hearings last week were punctuated frequently by exchange of quips between Committee counsel and witness.

J. Darlington Denit, chief of accounting and bookkeeping of the General Accounting Office, testified last Thursday that on June 15, 1943, $113,000 was transferred from the President's National Defense Emergency Fund to the FCC to cover overtime pay and on June 29, 1943, another $187,000 was transferred for the same purpose.

He added, under examination, that the $300,000 was returned to the President's fund Sept. 13, 1943, after Congress passed a deficiency appropriations bill. When Chairman Lea asked if he knew of "any instance in which the FCC has expended any funds unlawfully", Mr. Denit replied in the negative.

Rep. Louis E. Miller (R-Mo.), who left Washington Saturday for St. Louis, last Monday requested that the FCC be ready with its draft-deferment defense by Thursday or Friday. Lengthy cross-examination of Dr. Leigh, however, altered plans to wind up the Commission's defense last week. Also attending last week's sessions, in addition to Chairman Lea and Rep. Miller, was Rep. Richard B. Wigglesworth (R-Mass.).

AWD at White House

RADIO WOMEN were represented at the White House June 14 in the person of Dorothy Lewis, NAB Coordinator of Listener Activity when Mrs. Roosevelt called a conference of 200 outstanding women leaders from all parts of the U. S. to discuss inclusion of qualified women as delegates and members on international and national conferences and agencies. Ruth Chilton, president of the Assn. of Women Directors, represented that organization.

Hudson Pulp Expands

HUDSON PULP & Paper Corp., New York, in an expanding campaign for its household paper products, using thrice-weekly news programs in addition to WOR New York, has added WBAL Baltimore and WRC Washington and will use KYW Philadelphia beginning July 1. Additional markets are planned. Agency is Duane Jones Co., N. Y.

Drawn for BROADCASTING by Sid Hix

"I say, Higgenbottom, what IS the 14-day Palmolive plan?"

All Networks Deny 'Five Point' Rule

Program Improvement Rumor Is Termed Preposterous

EACH of the four nationwide networks last week emphatically denied that it has any plans for demanding that sponsors of programs with ratings of five or less either improve their programs or give up their network time to other advertisers now waiting for time.

Statement that within 30 days "one of the most sensational edicts concerning the broadcasting business will be made by one of the most important networks," was made in a column, "Personal Postcards", distributed by Transradio Press service to its station clients. Column declared that this network, which was not identified, was promulgating a ruling ordering off the air commercial programs with ratings of five points or less in the listeners surveys.

Time Allowed

"The order will give the sponsor until September to add important properties or personalities to the program to boost the rating or else be obliged to relinquish the valuable broadcasting time to a sponsor standing in line on a long waiting list with big and important radio entertainment programs —which are expected to obtain a higher rating in the surveys," the item stated.

Terming the idea "preposterous," network executives pointed out that if ratings were made the sole basis for gauging a program's right to time on the air, many of the outstanding cultural and educational programs would be eliminated.

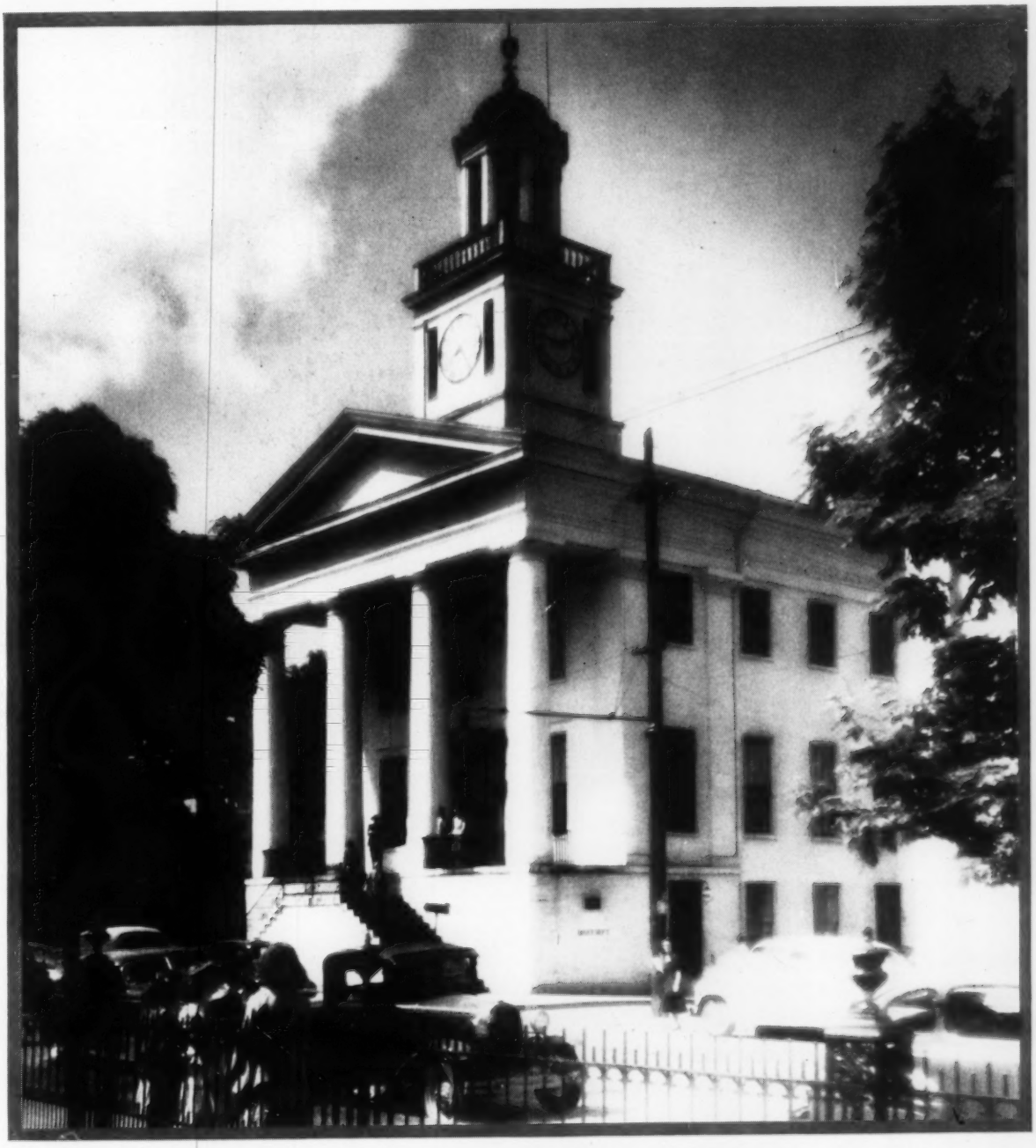
WTSP BATTLE PAGE

Florida Station Grants Both Parties Time

FLORIDA listeners who tune their sets to WTSP St. Petersburg during the last three months of the forthcoming presidential campaign will be regaled with a *Battle Page of the Air* which will be broadcast thrice-weekly as a public service. Equal time will be given each of the major political parties. The respective party chairmen will be responsible for the programs, WTSP exercising no control over the broadcasts other than protecting the station against libel.

Nelson Poynter, WTSP president, stated that he hoped the *Battle Page of the Air* would help keep the campaign in West Florida on a more responsible basis, since each party must assume the whole credit or discredit for its share of the broadcasts. "Broadcasting can promote no greater service," Mr. Poynter said, "than stimulating honest democratic debate."

WTSP experimented with a similar arrangement during the May primaries and the reaction was so favorable that for the general election it was decided by Mr. Poynter to set up a regular sustaining show for the entire pre-election period.



MAYSVILLE, KENTUCKY... *Stalwart Symbol*

Here live the memories of vanished days
Beside the works of man's inventive mind.
Beyond the streets of Maysville lie rich farms,
And in the town are buildings proud with age
As some are bright with youth. The Court House stands—
Symbol of justice—here the Library,
And Wilson Hospital, where mercy dwells.
Wheels turn in factories, and things men need
To carry on the battle for the right
Flow out, a mighty stream, on shining tracks
To either coast, and then across the seas.

This is what ancient Maysville means to us;
A strongly-knit community of lives
Devoted to the building of great wealth
Of mind and body; of the heart and soul.
What do we mean to Maysville? This, we hope;
A channel for the music of the world,
And for swift news of those beloved ones
Whose names burn brightly in a whispered prayer
As on an Honor Roll. We have a bond
Between us, woven with the silken threads
Of memory, of progress, and of time.

Norine Freeman

WLW

The Nation's Most Merchandise-able Station

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